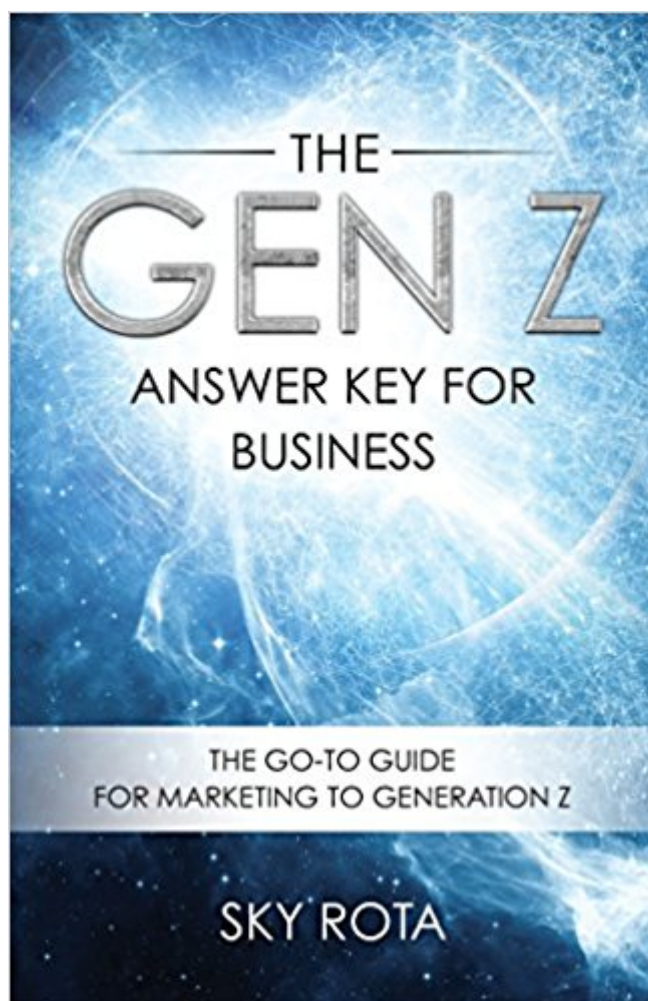


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# The Gen Z Answer Key For Business: The Go-To Guide For Marketing To Generation Z



## Synopsis

Companies and brands today are missing out on the opportunity to market to their newest, biggest, most knowledgeable and influential demographic: Generation Z. Sky Rota wants to change that. In *The Gen Z Answer Key for Business*, Sky explains how technology has evolved to meet their needs and how you can futurize your business to appeal to the short attention span of a constantly changing, always-sharing, engagement-requiring generation unlike any that came before it.

## Book Information

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## Customer Reviews

Sky Rota is a 13-year-old 7th-grader and the author of the bestselling book *Look Mom: I'm the Dumest One in My Clas*. Sky began his entrepreneurial ventures at a young age with SkysCars.com, where he blogs and vlogs about luxury cars, sports, and what it's like to live with a learning difference. Sky is the youngest Generation Z consultant and is honored to be the voice of his generation by teaching businesses how to effectively work for and with Generation Z, whose strengths he showcases on his platform, GenZInsider.com.

*The Gen Z Answer Key for Business: The Go-To Guide for Marketing to Generation Z* by Sky Rota is a book that is more than each typical book we run over every day. This piece is intriguing and keeps the per user nervous endeavoring to think about what will happen next. I very prescribe this book, for it is one that has left an enduring impression... I love this word "My book will give you keys to learning how our generation behaves, shops, interacts amongst ourselves & through social

media." I enjoyed this book and would love to read the whole book over and over. I read for the purpose of learning and I think I've learned from "The Gen Z Answer Key for Business". The moment I started reading this book, I couldn't put it down...I'm so glad I took a chance on something with so few reviews and read this! What really surprised me most about this book is that I ignored all that I was doing to figure out where the whole writing is going to end though he never disappointed me because he surpasses my expectation.

I have been following Sky for a few months now, and I am a huge fan. I have been waiting for this new book to come out as he has been teasing it on his social media and blog for a few months. Managing a marketing department of an internet retail company, the last few years I have seen a lot of comments on our social media (instagram) from younger customers - Customers that aren't even old enough to have their own credit card. It has become more and more apparent that we need to change our marketing, designs, and focus towards what these younger buyers want to see - and stop catering to their parents and grandparents. Although most of our products are used by any age, I have seen such an increase in interest online socially from this Generation Z demographic. Now is the time we need to redirect our ads and designs towards Generation Z and Sky Rota is going to be the Gen Z expert to follow as this demographic becomes our direct consumers. I love his fresh outlook on things and how he doesn't hold back on telling us how it really is. Sky's very transparent in his advice to marketers and businesses and this book is no disappointment. If you have customers or sell products, follow Sky Rota and buy these books he is putting out. This kid is smart. I also ordered hard copies to give out to my marketing team as well, but I had to get this digital copy to read it, couldn't wait for the print to be delivered!

This is a must read for anyone who is in contact with our newest generation, that means everyone. Working in the corporate world I come in contact with different demographics and Sky's book helps you to understand how different his generation is. Refreshing insight, Great job Sky. Fantastic & quick read, I enjoyed it immensely!

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