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### **Gen Z Effect The Six Forces Shaping The Future Of Business**

The key concepts of The Gen Z Effect can be distilled into the following approaches: Introducing Gen Z Envision a world in which generations no longer exist. Thanks to a combination of shifting demographics, technological breakthroughs, vastly increased connectivity, and greatly improved education, that may soon be a

### **The Gen Z Effect - Amazon Web Services**

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### **CASSANDRA - The Gen Z Effect**

In this revolutionary new book, The Gen Z Effect: The Six Forces Shaping the Future of Business, authors Tom Koulopoulos and Dan Keldsen delve into a vision of the future where disruptive invention and reinvention is the acknowledged norm, touching almost every aspect of how we work, live and play.

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### **Running head: GENERATION Z: TECHNOLOGY AND SOCIAL INTEREST 1**

It has been believed that smart phone usage especially in these generations has become an addiction and is considered that this situation has an effect to great extent on their social life and psychology. The aim of the study is to analyze mobile addiction of generation Z and how this addiction impacts in their social and individual lives.

### **Mobile Addiction of Generation Z and its Effects on their**

The American Marketing Association describes Generation Z as those born after September 11, 2001, suggesting the cohort should be dubbed Gen 9/11 arguing "all children born after Sept. 11, 2001, will experience a world totally different from all generations that preceded it".

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