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“In an era when five different generations now work shoulder to shoulder in open offices, it’s not just individual professionals who must cultivate adaptivity and a commitment to continuous learning. As Lindsey Pollak suggests in this instructive and engaging book, companies must do so as well—especially if they want to fully utilize the talents of their increasingly diverse workforces.”  
— **Reid Hoffman, cofounder of LinkedIn and coauthor of *Blitzscaling* and *The Start-Up of You***

# THE REMIX:

## How to Lead and Succeed in the Multigenerational Workplace

by Lindsey Pollak

*HarperBusiness • on sale May 7, 2019*

There is an unprecedented generational overlap taking place in American business today. By 2020, Millennials are predicted to make up 50 percent of the workforce, sharing the workplace with experienced Traditionalists, Baby Boomers and Generation Xers, as well as the newly arriving Generation Z. This is the first time in history that we’ve had five generations in the workforce at the same time, which can lead to misunderstandings and resentments that impede organizations and individual careers.

Lindsey Pollak, *New York Times* bestselling author and leading expert on the multigenerational workplace, has spent almost two decades researching, writing, and speaking about Millennials and generational differences. In **THE REMIX: How to Lead and Succeed in the Multigenerational Workplace** (HarperBusiness; May 7, 2019; \$29.99), she offers the essential guide for leaders, entrepreneurs, and all professionals looking to succeed now and into the future.

“I have spent many years studying even the tiniest details of successful intergenerational teams and organizations to learn what makes them different,” Pollak writes. “How do they thrive in times of change? The secret sauce—the strategy I have observed again and again across a wide variety of industries and company sizes—involves a combination of keeping the best, ‘classic’ workplace practices of the past while simultaneously embracing more modern and innovative approaches to work. They mix the ‘old’ and the ‘new’ in positive ways.”

Pollak uses the analogy of a remix in music, a song that reimagines a “classic” by incorporating modern elements. In business, she says, the remix takes practices or habits embraced by a previous generation and adds to, removes, or alters them in some way to better appeal to Millennials, Gen Zs, and future generations to come—so we can all succeed together. “The result is a workplace that mixes, matches, and blends the best of each generation’s ideas and practices to design a smarter, better, more inclusive experience of work for everyone.”

Combining the most recent data from a variety of authoritative sources with her own original research, Pollak outlines the ways businesses, executives, entrepreneurs, and all professionals can handle situations that may arise when diverse styles clash, and she provides clear strategies to turn generational diversity into business opportunity. The remix does not erase the past. It means making yourself and your organization adaptable to change while remaining true to yourself and to the evergreen fundamentals of good business and leadership. Pollak guides readers to ask the key questions:

- What are we doing because “it’s always been done that way” that we need to stop because it no longer works?
- What are we doing because “it’s always been done that way” that we should continue and add to it because it still works?
- What do we need to start doing in entirely new ways to succeed in the future?

None of us, of any generation, will survive in the work world of today and tomorrow if we remain static and rigid. Members of every generation must adapt in order to achieve our personal and professional goals. **THE REMIX** offers timely, essential solutions at a pivotal juncture in our history.

#### **ABOUT THE AUTHOR**

**Lindsey Pollak** is a *New York Times* bestselling author, a keynote speaker, and one of the world’s leading experts on Millennials and the multigenerational workplace. She is the author of *Getting from College to Career: Your Essential Guide to Succeeding in the Real World* and *Becoming the Boss: New Rules for the Next Generation of Leaders*. She has served as an official ambassador for LinkedIn, a Millennial workplace expert for *The Hartford*, and the chair of *Cosmopolitan’s* Millennial Advisory Board. A graduate of Yale University, she is based in New York City.

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