



# Millennial Momentum: How a New Generation Is Remaking America

*Morley Winograd, Michael D. Hais*

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About every eight decades, coincident with the most stressful and perilous events in U.S. history—the Revolutionary and Civil Wars and the Great Depression and World War II—a new, positive, accomplished, and group-oriented “civic generation” emerges to change the course of history and remake America. The Millennial Generation (born 1982–2003) is America’s newest civic generation.

In their 2008 book, *Millennial Makeover*, Morley Winograd and Michael D. Hais made a prescient argument that the Millennial Generation would change American politics for good. Later that year, a huge surge of participation from young voters helped to launch Barack Obama into the White House.

Now, in *Millennial Momentum*, Winograd and Hais investigate how the beliefs and practices of the Millennials are transforming other areas of American culture, from education to entertainment, from the workplace to the home, and from business to politics and government. The Millennials’ cooperative ethic and can-do spirit have only just begun to make their mark, and are likely to continue to reshape American values for decades to come.

Drawing from an impressive array of demographic data, popular texts, and personal interviews, the authors show how the ethnically diverse, socially tolerant, and technologically fluent Millennials can help guide the United States to retain its leadership of the world community and the global marketplace. They also illustrate why this generation’s unique blend of civic idealism and savvy pragmatism will enable us to overcome the internal culture wars and institutional malaise currently plaguing the country. *Millennial Momentum* offers a message of hope for a deeply divided nation.



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