



# WHY ARE THEY SO DIFFERENT?







**GREAT**



**SILENT**



**PERSONAL**

**BOOMER**



**COMMERCIAL**

**GEN X**



**SOCIAL**

**MILLENNIAL**



**SYNTHETIC**

**SYNTHETIC**

"A provocative, erudite, and engaging analysis of the rhythms of American life!"  
—*Newsweek*

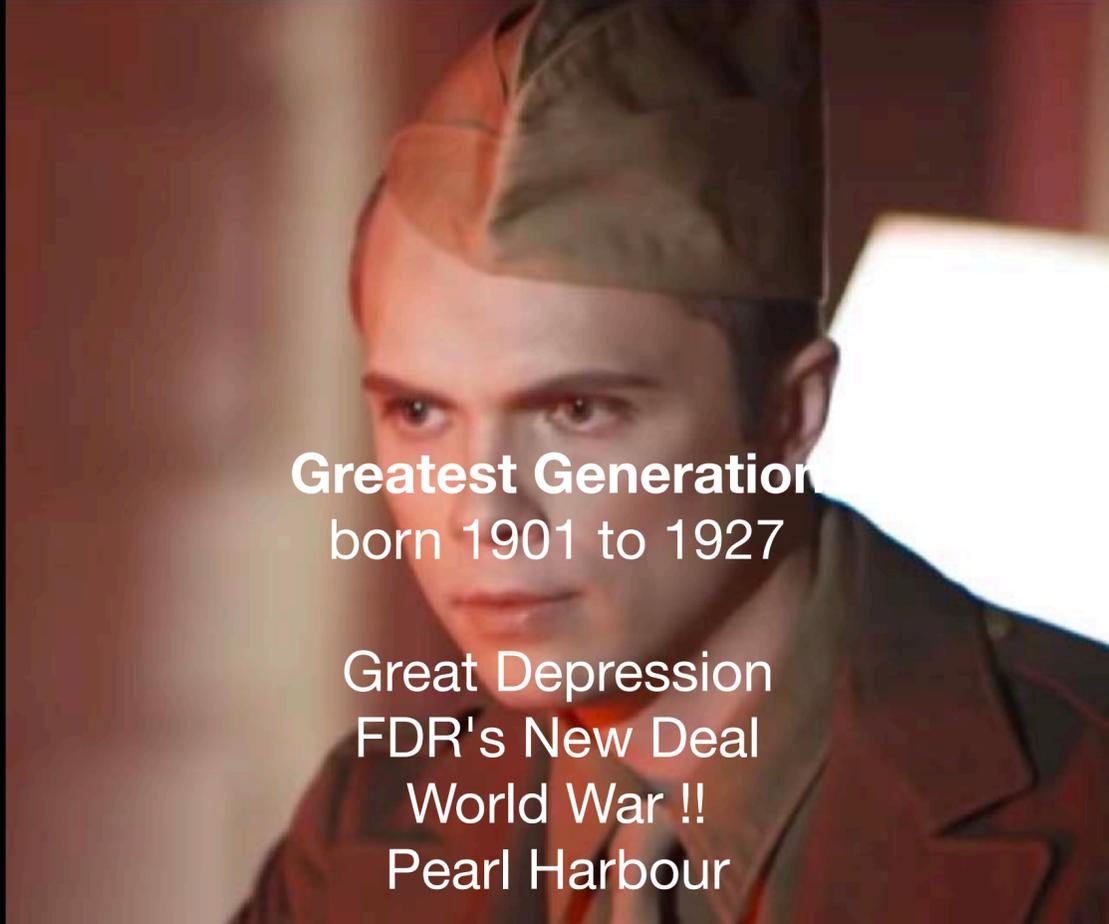
# GENERATIONS

# GENERATIONS

THE HISTORY OF AMERICA'S FUTURE, 1584 to 2069

William Strauss & Neil Howe





**Greatest Generation**  
born 1901 to 1927

Great Depression  
FDR's New Deal  
World War !!  
Pearl Harbour



**Silent Generation**  
born 1928 to 1945

Post War  
Space Race / Moon landing  
McCarthyism  
Cold War



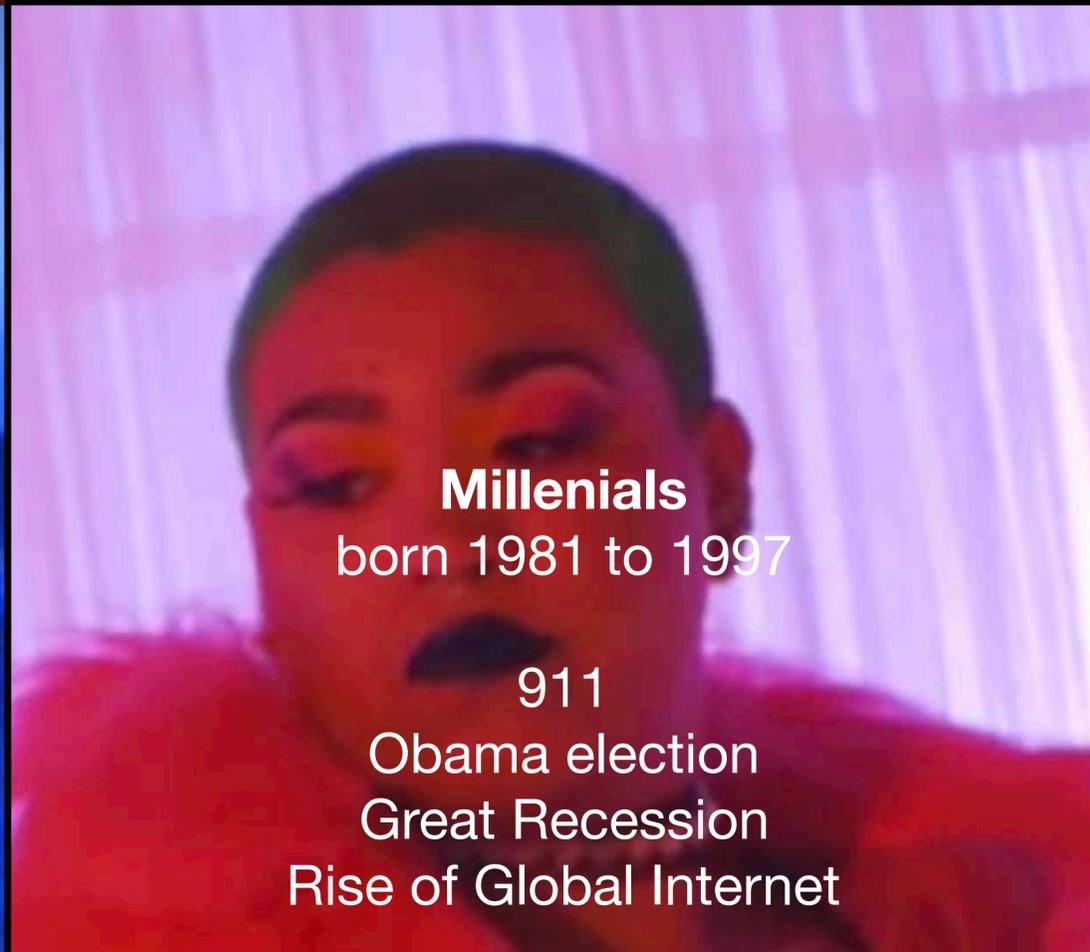
**Baby Boomers**  
born 1946 to 1964

Vietnam War  
Watergate / Nixon resignation  
Woodstock  
JFK & Marten Luther King Jr. assassination



**Generation X**  
born 1965 to 1980

Fall of Berlin Wall  
End of Cold War  
AIDS crisis  
MTV



**Millenials**  
born 1981 to 1997

911  
Obama election  
Great Recession  
Rise of Global Internet



**Synthetic Generation**  
born 1998 to 2019

Global Terrorism  
Trump / Brexit / Fake News  
Social Media Natives /Selfies  
Influencers

# TIME

## Help! My Parents Are Millennials

How this generation is changing the way we raise kids

BY KATY STEINMETZ



*get the*

**TOXIC**

**OUT OF YOUR**

*toys*

A man with short brown hair and blue eyes, wearing a light blue button-down shirt, is looking directly at the camera with a serious expression. To his right, a large American flag is draped, showing the stars and stripes. The background is a plain, light-colored wall.

**HAVING CONFIDENCE IN THIS GENERATION**