

Here's a list of resources we used in some capacity to increase our understanding in Gen Z and generational tendencies.

Hope this helps!

Books

iGen: Why Today's Super-Connected Kids are Growing Up Less Rebellious, More Tolerant, Less Happy – and Completely Unprepared for Adulthood by Jean M. Twenge, PhD

Gen Z @ Work by David Stillman and Jonah Stillman

Marketing to Gen Z by Jeff Fromm and Angie Read

Online Articles

"8 Key Differences between Gen Z and Millennials" (Huffington Post)

"13 Strategies For Marketing to Generation Z" (Forbes)

"The Coddling of the American Mind" by Greg Lukianoff and Jonathan Haidt (The Atlantic)

"What Your Nonprofit Needs to Know About Gen Z" (Nonprofit Tech for Good)

"Generation Z: Rebels With A Cause" by Emily Anatole (Forbes)

"Why Managing Generation Z is Easier Than You Think" (Huffington Post)

"Atheism Doubles Among Gen Z" (Barna)

"Gen Z wants none of your marketing strategy" by John Wheeler (Gen Z Insights)

"Marketing to Gen Z" (Fluent)

"Marketing to the Generations" by Kaylene Williams and Robert Page (Academic and Business Research Institute)

"Building Brand Loyalty with Generation Z" (IMG Creative Group)

"New Marketing for a New Generation" by Duncan Southgate (Kantar Millward Brown)

Webinars/Presentations

Engaging Gen Z: presented by Jolene Erlacher, EdD, of Leading Tomorrow (Sponsored by InterVarsity Christian Fellowship)

"Generation Z: Identifying and Creatively Marketing to Tomorrow's Consumer" (National Multifamily Housing Council)

“The Next Generation: Marketing to Gen Z & their Parents” by Jessica Russell and Brian Henry
(Florida Association of International Educators)