



Achieving excellence through people and productivity

Management Services

MILLENNIALS:

Building customer relationships and HR strategy

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In addition to creating and upholding professional standards for the practice of management services through the adoption of a code of ethics and the provision of a system of qualifying examinations, the Institute of Management Services collaborates with national and international professional bodies in similar fields.

The Institute is a member of, or represented on, a number of other bodies including the World Confederation of Productivity Science, the European Federation of Productivity Services, and the European Institute of Industrial Engineers.

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We also want your news and points of view about what appears in this journal. Something you disagree with? Tell us about it.

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In this issue of Management Services...

Cover Story

In this edition, Philip Atkinson explores the impact that trends and demographics have on customers and employees. Focusing on those born in the millennial generation, he explains the characteristics of this unique demographic group and suggests methods businesses can use to appeal to and retain millennial consumers and staff.



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