

**Second Edition of Lisa Orrell's Popular Book On Recruiting, Managing, Retaining,  
And Marketing To, Generation Y is Now Available**

**Campbell, CA (October 1, 2008)** -- In the newly released Second Edition of her popular book on Amazon, [\*Millennials Incorporated\*](#), business expert, Lisa Orrell, explains how to effectively attract, recruit, manage, retain, and market to, Gen Y. This revised edition also includes a chapter about Gen Y globally, and a Bonus Chapter courtesy of Robert Half International and Yahoo! HotJobs' Special Report, "Success Defined: What Gen Y Wants in a Career".

"It has been almost a year since my First Edition was released, and I have gathered more great info since then that I wanted to share," explains Orrell. "The response from HR professionals, recruiters, front-line managers, and marketing executives, has been amazing. This topic is very hot and gaining momentum, and smart companies are actively seeking this type of information."

During the past year, many organizations have hired Lisa to conduct her seminars about Gen Y. A partial list includes: Cisco, Brocade, Paul Mitchell, USC, Heald College, and Blue Cross/Blue Shield. And well-known professional associations have invited her to speak at their annual events, such as: the Professional Business Women of California, The Human Capital Institute, and Linkage's *Women in Leadership* Conference.

Lisa's expertise has also attracted significant media attention. Recently she was a guest expert on MSNBC, and many other media have featured her commentary and articles, such as (partial list): *Human Resource Executive*, CIO.com, *HR World*, CareerBuilder.com, *Diversity Business*, Monster.com, *Recruitment & Retention*, *Employee Benefit News*, *Pacific Business News*, *Black Enterprise*, *The San Jose Mercury News*, and *NewsDay New York*.

For 19 years, Lisa has been the President & CEO of the award-winning marketing firm, [M7 Inc.](#) And she promotes her book and Gen Y seminars through her other company, [The Orrell Group](#).

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