



# **Rengen: The Rise of the Cultural Consumer - and What It Means to Your Business**

*Patricia Martin*

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Ideas - and the forms in which they are expressed - are the new currency. Yet many companies, the media, and even the general population mistakenly see America as an intellectual and cultural wasteland defined by reality television and fast food. *RenGen* is about the rise of the next "renaissance generation" - an emerging section of the American public who are enlightened, creative, and eager to challenge the status quo.

*RenGen* draws a new picture of the American consumer as a thinking, expressive person and examines the factors that are giving rise to this renaissance, including:

- a new class of workers dedicated to creating innovation
- a growing desire to express new ideas and concepts aesthetically
- and, a new respect for learning-fueled by the Internet, a medium that links ideas, information, and visuals and connects people across communities

Based on original research, *RenGen* gives leaders a lens through which to consider important business decisions.

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