

RenGen: The Rise of the Cultural Consumer and What It Means to Your Business By Patricia Martin

Regence Patricia Martin's Renaissance Generation written seven years ago accepts rapid change as the new normal and postulates that we are on the brink of an artistic and cultural rebirth that will be every bit as disturbing and exciting as the fall of Rome and the Italian Renaissance of old. **Regence** The film's statement that people reproduce in safe surroundings and strive for self-reliance in dangerous settings provided a context for musing on how the human race might evolve given the chance. **Regen nonfiction books** (Are we racing toward transformation transcendence or extinction?) Martin embraces the hope that the digital highway will speed us to new heights of collaboration and creativity Two years of research on trends that don't always get reported give her words weight. **Regenesis**)In the times we live in it's highly tempting I think to view the US as currently in the all-time lowest depths of its cultural nadir; to see the American populace as essentially brain-dead uneducated xenophobic mouth-breathers happily sucking on the sour milk-dry teat of a corporate entertainment industry awash in greed and corruption a trillion-dollar monster so devoid now of any originality that all it can offer up anymore is such Fall of the American Empire tripe as game shows hate porn The DaVinci Code and an all-consuming obsession with burned-out teenage girls. **Regen book series** There's only one problem with this though argues business and marketing expert Patricia Martin which is that it's simply not true: as she sets out to prove in her new book RenGen: The Rise of the Cultural Consumer -- And What It Means to Your Business the US is in fact on the brink of a far-reaching new cultural renaissance a re-emphasis on deep thought and inner peace that is fueling so much of the Obamania we're seeing this election season. **Regen nonfiction** In the coming years she says you're going to see the general populace embrace things like the arts philosophy material monasticism and socialistic volunteerism in a way like they never have before partly as a Bush backlash and partly as a simple reflection of the global creative times we live in; and if you're the owner of a small business she further argues you'd do yourself some good by anticipating and planning for this now versus continuing to assume that your customer base will always be fascinated by Girls Gone Wild and American Idol. **Regen nonfiction definition** But this immediately brings us to a fairly large problem with RenGen; not that Martin's logic is faulty because it's not but precisely that there are a growing amount of people in public who have already argued this and sometimes argued it in a better clearer way. **Regen house bath** Because make no mistake Martin's Renaissance Generation (where the RenGen from the book's title comes from) is not much different from what other people call the Creative Class and what yet other people call the Bohemian Bourgeoisie (or BoBo); highly educated urban-dwelling globalist-savvy environmentally concerned white-collar workers with creative backgrounds that is or in other words just about every single person who reads the CCLaP website on a regular basis not to mention your humble critic writing this review. **Regen nonfiction books** And indeed if you're already familiar with the work of such thinkers as Richard Florida Seth Godin Kevin Kelly and Carl Shirky there's going to be almost no reason for you to read RenGen at all except to see which new buzzwords she's created for terms others have already coined*; like them Martin argues that creativity and collaboration are becoming more and more a part of all people's everyday lives that more and more Americans are creating personal pidgin religions for themselves that the marketing watchwords of tomorrow are going to be global and transparent and transcendent. **Business Investing regen energy** Now to be fair this problem is not exclusive to RenGen but rather is sadly endemic to the entire genre of business publishing unfortunately brought about by the times we live in; that in order to have the kinds of ripple-effect successes a person needs anymore to be considered a business expert (appearing on wacky morning TV shows guest-blogging at the Huffington Post) one needs the actual rock in the center of it all known as that 200-page book causing and inspiring all those ripples in the first place. **Regence** And in this case a rock is a particularly appropriate metaphor; because not to put too fine a point on it but most full-sized business books in existence are based only on a single magazine article's worth of actual interesting original content padded out to 200 pages by citing endless examples and constantly repeating oneself along with such other cheats as large type small book dimensions extra-wide margins and the constant use of two or three blank lines whenever one

will do. **Rengen nonfiction books** Sadly RenGen is guilty of all the things just mentioned making it merely an okay book but one you certainly don't need to go out of your way to pick up; Martin definitely has some interesting stuff to say stuff all you small-business owners should be paying attention to but unfortunately for her you can learn it all simply by standing next to a table in your local Borders on a Saturday afternoon reading the introduction and appendix while clutching your bicycle helmet and sucking on an iced latte. **Rangers** (In fact like I said this is how I recommend reading most business books besides the truly phenomenal ones; if ever a genre of publishing was made for quick scanning at corporate bookstores on Saturday afternoons it was this.

Orangenkinder) It's definitely worth your time if a copy happens to fall in your hands and it's certainly worth checking out Martin's short work whenever you find it online and in magazines; but like most business books I can't in good conscience recommend actually purchasing it other than maybe if you're charging it to your soulless employer's expense account. **Regen kinderlied** 9*Now that all said Martin does use a term here I've never heard anyone use before which is the concept of a rubber ceiling to all these creative-class jobs being created these days; that is since there is no proscribed way to actually succeed at these jobs no list of rules to follow that will automatically guarantee you success the failure rate of creative-class jobs is extraordinarily high and in many cases has nothing to do with the worker's intelligence or dedication but rather simply dumb luck.

Regenkombi Martin only mentions this once though in a throwaway sentence she never comes back to; and that's a shame given that in my opinion an entire other book could be written just on that subject alone. **Rengen nonfiction** I think the basic purpose of the book is to dispel the myth that all Americans are uncultured morons by providing examples of business people who successfully

enhance their businesses through the inclusion of art music theater or poetry. **Business Investing rengen developments** I finished this a few months ago and gave it to the Goodwill but this book is on my mind lately since I just found out that I now work directly across the street from one of the companies it profiles a plastic gear factory with its own built in art gallery. **Rengen xiong** Patricia

Martin Are all business books this silly? A very strange thesis that our civilization is about to undergo a renaissance a case she makes by making reference to Italy circa 1300. **Business**

Investing rengen developments Good description of second cities though including Providence (where I currently live) Seattle (where I may live this summer) Chicago (my favorite city) and Philly (which I've constantly heard about in a positive way in the last six months). **Rengen developments**

RenGen looks at the factors giving rise to this huge economic social and cultural shift including: A growing desire to express new ideas and concepts aesthetically The renewed interest in learning fueled by the Internet A longing to find a new order amongst endless complexity Rising interest in enlightenment evangelism and reinventing oneself Increased concern about political social and environmental issues. **Business Investing rengen developments** Rengen: The Rise of the Cultural

Consumer and What It Means to Your Business Patricia Martin is CEO and founder of {site_link} LitLamp Communications an award winning marketing boutique acclaimed for using culture as a medium to connect brands with communities of consumers. **Rentgenas** Author of the books

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