**Meet Today's New Digital Consumer: Generation Novel**

The coronavirus pandemic drove digital consumerism and gave rise to Generation Novel, which Brian Solis describes as "a growing cross-generational psychographic of digital-first consumers galvanized by the disruptive effects of COVID-19." He looks at six aspects of the "new normal" driven by Gen N and offers a five-step "game plan" to reach them.

***Fast Company online 9/8/20***

[***https://www.fastcompany.com/90547627/how-covid-19-created-a-new-kind-of-consumer-in-just-90-days***](https://www.fastcompany.com/90547627/how-covid-19-created-a-new-kind-of-consumer-in-just-90-days)

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