**Why Millennials are a Different Marketing Prospect**

Marketers must adapt their approach to millennial consumers, who prize authenticity in brands and favor services that partake in the sharing economy as opposed to direct ownership of products. Brands must offer up more control to this individualistic generation.

***Knowledge@Wharton 12/8/16***

<http://knowledge.wharton.upenn.edu/article/millennials-saying-brand/>

Image source:

<http://i.huffpost.com/gen/1560092/thumbs/o-MILLENNIAL-GENERATION-facebook.jpg>