

**the rise of the cultural consumer—
and what it means to your business**

Ren

**RENAISSANCE
GENERATION**

Gen

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Contents

Acknowledgments | vi

Introduction | ix

Chapter One

Preconditions for a Rebirth | 1

Chapter Two

Seeds of Change—How a Renaissance Begins | 13

Chapter Three

The Beautiful Mind | 23

Chapter Four

The Creative Personality | 35

Chapter Five

The Economics of a RenGen | 53

Chapter Six

The RenGen Company | 83

Chapter Seven

The Mind’s Eye—Meet the RenGen Aesthetic | 105

Chapter Eight

Youth Culture | 117

Chapter Nine

RenGen Spirituality | 129

Chapter Ten

The Collaborative Context—
How the RenGen Gets Things Done | 139

Chapter Eleven

The Catalytic People of a Renaissance | 145

Chapter Twelve

Second Cities of the Renaissance | 163

Chapter Thirteen

Who Will Rule in a RenGen? | 189

Appendix A

The RenGen at a Glance | 207

Appendix B

A Renaissance Time Table | 209

Appendix C

Research Report: Are Marketing Executives
Responding to the Rise of the Cultural
Consumer? | 213

Bibliography | 223