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| John Hunt Publishing - **Zero Books** - announces the new title | | |
| **Millennials and the Moments That Made Us** A Cultural History of the U.S. from 1982-Present  Shaun Scott  A generation on the move, a country on the brink, and a young author's search to find out how we got here. Millennials and the Moments That Made Us is a cultural history of the United States, as seen through the eyes of the largest, most diverse, and most disprivileged generation in American history. The book is a relatable pop culture history that critiques the capitalist status quo our generation inherited - a critical tour of the music, movies, books, TV shows, and technology that have defined us and our times.  **Author Bio** Shaun Scott is a writer, historian, and filmmaker. His work has appeared in Jacobin Magazine, Sports Illustrated, and the film journal Senses of Cinema. His bi-weekly column, Faded Signs, which publishes in City Arts Magazine, is about popular culture in late capitalism. Scott is the author of the 2015 e-book "Something Better: Millennials and Late Capitalism at the Movies." He lives in Seattle, Washington.  Online: [Facebook](https://www.facebook.com/shaunsscott1984), [Author Website](http://shaunscott.biz), [Twitter](http://www.twitter.com/#!/eyesonthestorm)  **Previous Titles** Something Better: Millennials and Late Capitalism at the Movies (ASIN: B015QGC3WU), Thought Catalog Books, 2015. (Kindle Edition)  **Endorsements** *Shaun Scott is a budding master of prose. His sentences are tied up in humor, contemporary cultural criticism, head-shaking sadness, and hope. His new work might be the beacon Millennials turn to in staggering times, as his pages are filled with inspiringly precise language.* ***Jake Uitti, Contributing Writer, Washington Post***  **Promotional Plans** Book release is timed to shape and inspire Millennial activism in the midterm US 2018 elections. Heavy social media promotion, sharing graphics to accompany key quotes from the book. Book trailer and a series of short videos. Author to write articles to place with excerpts from the book on Buzzfeed/Jacobin Magazine etc. Author appearances on leftist-political and cultural criticism podcasts in the lead up to publication.  **USP** Millennials and the Moments That Made Us is the only cultural history of Millennials in publication, introducing Millennial identity to the academic discourse about American neoliberalism.  **Competing Books** The New Way of the World: On Neoliberal Society 9781784786243, by Pierre Dadot and Christian Laval Verso, 2017  **Categories** SOCIAL SCIENCE (General)(SOC026040) -> Sociology (General)(SOC026040) -> Social Theory(SOC026040) SOCIAL SCIENCE (General)(SOC022000) -> Popular Culture(SOC022000) HISTORY (General)(HIS036070) -> United States (General)(HIS036070) -> 21st Century(HIS036070) |  | **Publication Date** February 2018  **Paperback** ISBN: 978-1-78535-583-7 $25.95  |  £16.99 8.5x5.5 inches | 216x140 mm 344PP  **e-book** ISBN: 978-1-78535-584-4 $12.99  |  £8.99  **Library of Congress** 2017930561 |
| Distributed to the trade by National Book Network in US; by Orca Marston in UK Publisher contact: beccy@jhpbooks.net [zero-books.net](http://zero-books.net) |  |  |