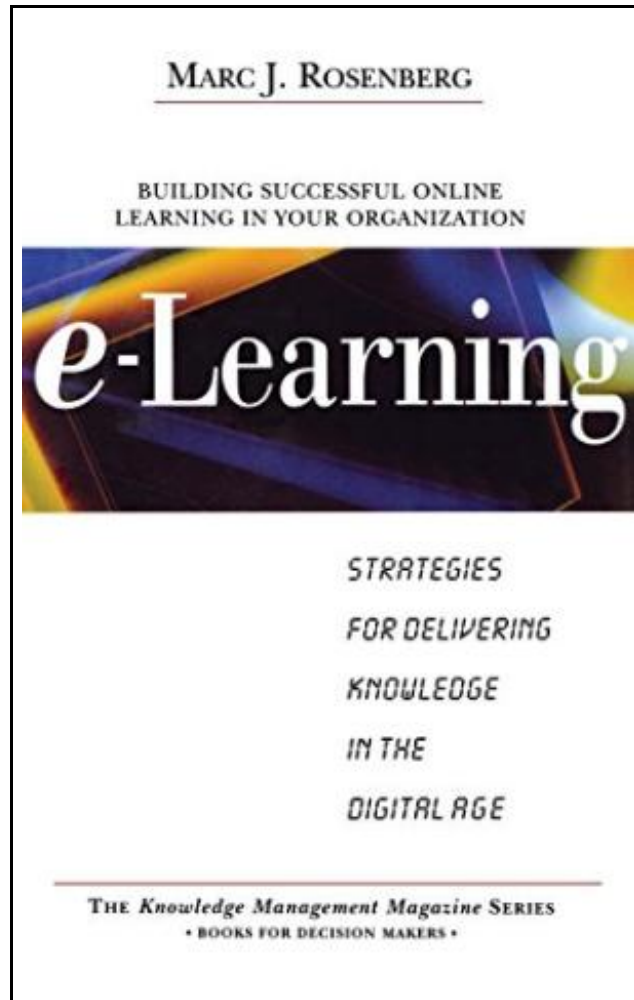


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E-LEARNING: STRATEGIES FOR DELIVERING KNOWLEDGE IN THE DIGITAL AGE (HARDBACK)




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McGraw-Hill Education - Europe, United States, 2000. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book ***** Print on Demand *****.This is the first strategy book on developing organization-wide, online learning. Learn what companies like ATT, Cisco Systems, Dell Computer, IBM, Lucent Technologies, Merrill Lynch, Prudential, and U S West and others have accomplished with e-learning. It isn't just the promise of impressive technology that is driving people to e-learning. Businesses need to get rapidly changing information to large numbers of people faster than ever. They need to lower the overall costs of creating a workforce that performs faster and better than the competition, and they need to do this around the clock. It's no longer a question of whether organizations will one day implement online learning, but whether they will do it well. Most organizations that need to train their employees are experimenting with some form of Web-delivered learning. But most organizations have focused on the technological challenges, buying the right software, getting enough bandwidth allocated for Web-based training, designing courseware, etc. These are important first steps but the larger strategic issues remain unsolved: how to make e-learning part of the daily work culture, and fully implement its power. E-Learning is the first book in this exciting new field that addresses not just the technological challenges of Web-based training and knowledge management, but how to develop a comprehensive organization-wide learning strategy. Author Marc Rosenberg discusses the technological issues but more importantly, assesses the dramatic strategic, organizational, and political issues involved in the process of making e-learning a reality. Written for professionals responsible for leading the revolution in workplace learning, E-Learning takes a broad, strategic perspective on corporate learning. This wake-up call for executives everywhere discusses: requirements for building a viable e-learning strategy; how e-learning...

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