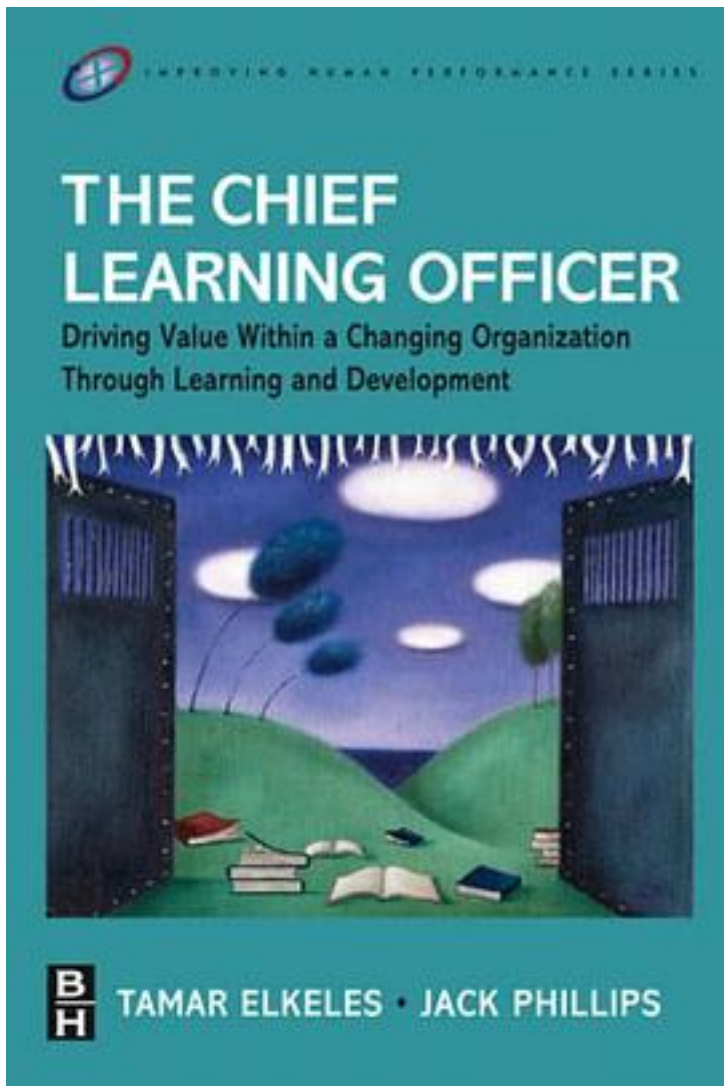


The Chief Learning Officer (CLO)



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出版者:Butterworth-Heinemann

出版时间:2006-11-06

装帧:Paperback

isbn:9780750679251

New- Tamar Elkeles wins prestigious award! Tamar Elkeles, vice president of Qualcomm Learning Center and co-author of The Chief Learning Officer, has been named 2010 CLO of the Year by Chief Learning Officer magazine. Since she began with the company in 1992, Tamar Elkeles has built the Qualcomm Learning Center from a one-person operation into a sophisticated, integrated and innovative strategic resource for the organization' said Norm Kamikow, president and editor in chief of Chief Learning Officer magazine. Congratulations Tamar! --- New business realities and customer demands, coupled with new technologies in a changing competitive landscape are causing corporate learning departments to rethink their value, role, and impact in the organization. In a constantly changing business landscape with limited resources and tight budgets, learning must be viewed as essential to a successful achievement of business goals. The individual driving this function, the Chief Learning Officer (CLO), is in a unique position to add significant value to the organization. The role of the CLO is to drive value, focusing on issues such as business alignment, managing resources, innovation, customer service and ROI. The challenge is to show value to the organization in terms that business leaders and financial analysts can understand and appreciate. Written from the perspective of the CLO, this book discusses nine important value-adding strategies, making up this critical role of the CLO of the future. At least twenty high profile CLOs provide their strategies on each of these issues. This book is essential reading for both the training and HR communities who need to show the value and connect learning to the business. This book shows the value that can be achieved in the organization if it is managed and organized properly and the appropriate leadership is provided. This title includes real world strategies from successful CLO's, practical applications for skill development. It shows how to connect the learning enterprise to the business.

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