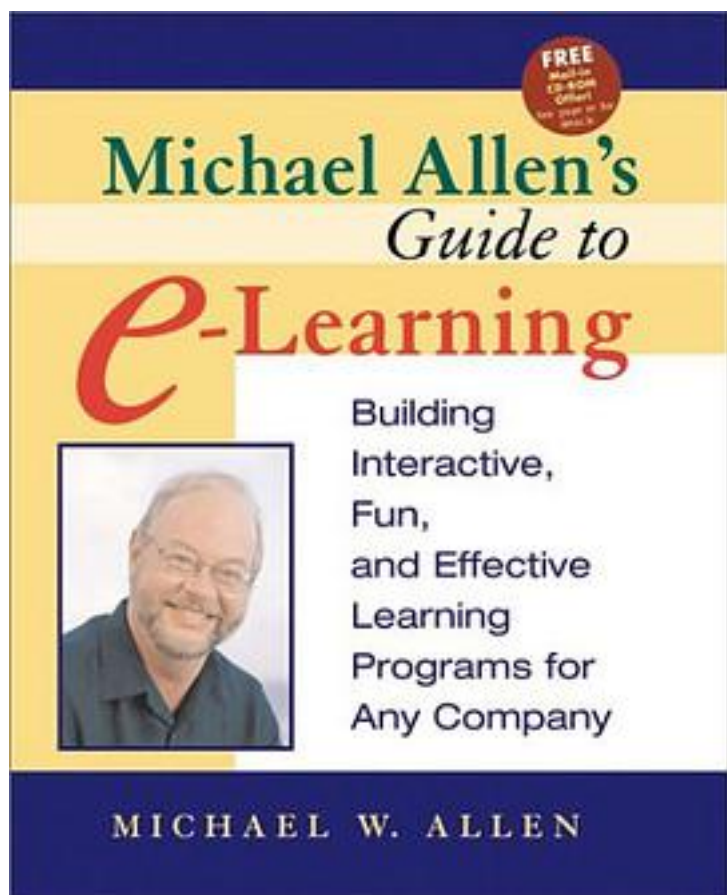# Michael Allen's Guide to E-Learning

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出版者:Wiley

出版时间:2002-11-27

装帧:Paperback

isbn:9780471203025

An industry leader speaks out against boring, ineffective, costly e-learning and provides practical guidelines for creation of powerful, e-learning-based performance solutions. e-Learning is emerging rapidly in schools, businesses, and at home. Millions are being invested in this new, widely available technology purported as the solution to learning

challenges. Dr. Michael Allen, commonly considered the father of modern interactive learning, raises concerns about misuses of the technology, missed opportunities, and money wasted on boring, ineffective e-learning. The book offers specific, pragmatic, common-sense approaches to guide the development of successful technology-assisted learning. A free CD-ROM is packed with sample applications. Michael Allen's Guide to e-Learning enables business executives to become discerning e-learning investors and instructional designers to create meaningful performance solutions.

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