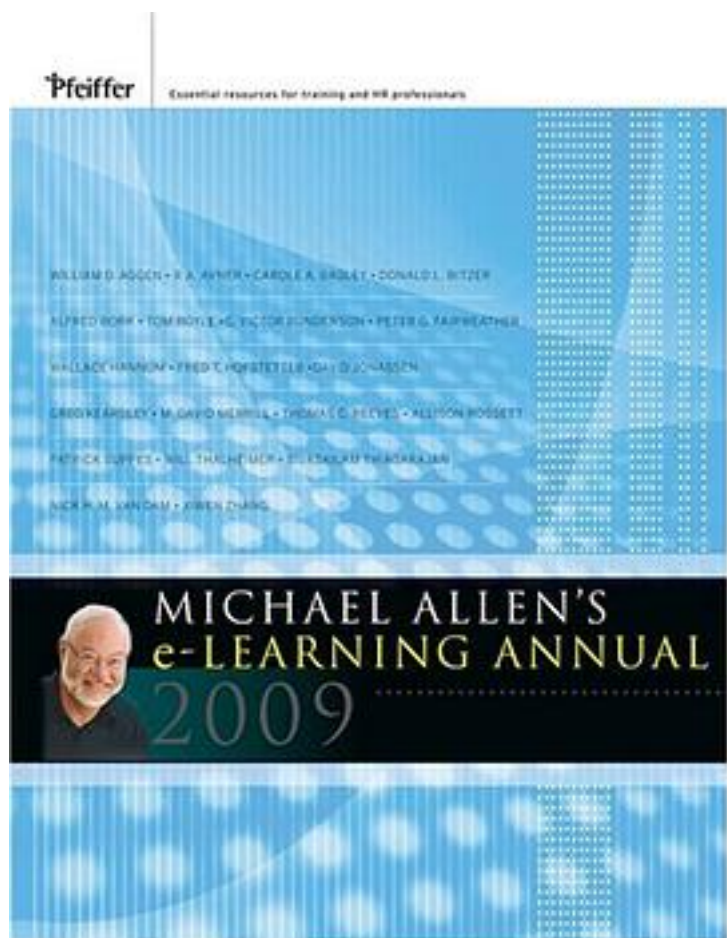


Michael Allen's 2009 e-Learning Annual (J-B Pfeiffer Annual Looseleaf Vol1)



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Michael Allen's 2009 e-Learning Annual Alarming. Disquieting. Insightful. Constructive.

Brazen. No rehash of the same old principles and perspectives here. Michael Allen's Annuals probe and question common practices in search of solid guidance for success with e-learning, and this edition is no exception! As organizations universally turn to e-learning to reduce costs and meet their learning and performance needs, they make many regrettable mistakes—mistakes that can be avoided but rarely are because common sense leads to them. The 2009 Annual once again provides an important collection of the most current insights and best practices that will help both educators and workplace learning leaders create, purchase, and apply quality e-learning programs more effectively. It provides a wealth of applicable examples and guidance for all persons contemplating e-learning, from the student to the professional. It frankly and objectively presents lessons learned and the critical steps to success. Michael Allen's 2009 e-Learning Annual is part of the Pfeiffer Annual series, first published in 1972. Praise for Michael Allen's 2009 e-Learning Annual "A good 'kick-in-the-pants' for e-learning professionals. . . . Michael Allen's latest Annual challenges a few notions about e-learning with a keen selection of authors and topics that creates an invigorating 'state of the industry,' chock full of insights you can use right now." —Matthew Jones, vice president, Leadership Development and Training, Essilor USA "An excellent collection of opinions and insights into the current and future direction of the e-learning industry. These thought-provoking papers make it very apparent there is a vast amount of knowledge and passion that will continue to drive the development of the industry." —Cody Cluff, senior e-Learning manager, HSBC Asia-Pacific "A phenomenal resource that captures the principles and practices that lead to highly effective e-learning all in one place!" —Corinne Miller, former director, Motorola University and founder, InnovatingResults! Inc.

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目录:

[Michael Allen's 2009 e-Learning Annual \(J-B Pfeiffer Annual Looseleaf Vol1\) 下载链接1](#)

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