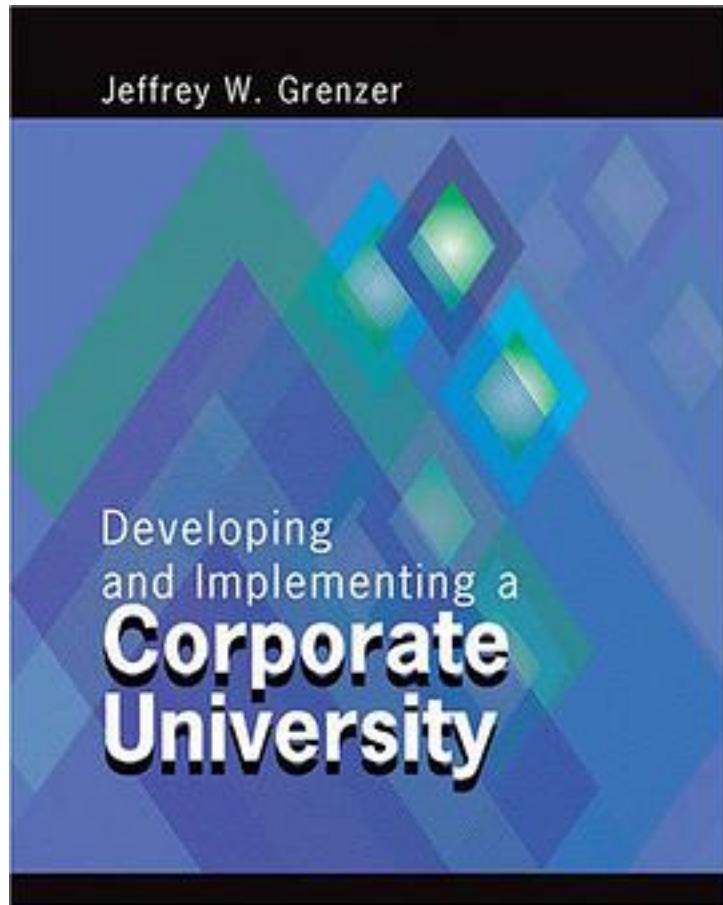


# Developing and Implementing a Corporate University



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著者:Grenzer, Jeffrey W.

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A step-by-step guide on how to create a corporate university that works in your culture  
Developing and Implementing a Corporate University By Jeffrey Grenzer As more and

more companies see the value and competitive strengths of corporate universities, this book fills a need by addressing how to create a university based on your corporation's culture, needs and short- and long-term strategies. While there is no single right way to create a corporate university, the author believes there are dysfunctional approaches that almost always lead to failure. He identifies common roadblocks that result in missed opportunities, increased costs and misalignments and how to avoid them. In 11 sequential chapters, *Developing and Implementing a Corporate University* examines how to:

- Assess your readiness
- Make a business case
- Scope the project
- Conduct benchmarking and comparisons
- Prepare a strategic plan
- Incorporate the best in blended approaches and learning platforms
- Align training and development
- Staff the university
- And much more

If you're an organizational development, human resource or training professional, there is no better guide to designing a university that is owned by company's leaders, is easy to use and directly impacts the bottom line. It's packed with valuable strategies and tactical insights, plus more than 50 charts, figures, quizzes and graphs - all designed to help you successfully capture and share your organization's knowledge and experiences

作者介绍:

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