

e-Learning 2.0: Proven Practices and Emerging Technologies to Achieve Real Results

Anita Rosen

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e-Learning 2.0: Proven Practices and Emerging Technologies to Achieve Real Results Anita Rosen "When executed well, e-learning is a powerful way for organizations to save money while providing the kind of up-to-date training and information that will help employees perform better and more efficiently. Unfortunately, all too often, companies are finding that they're spending a huge amount of money for less return than they had hoped. In e-Learning 2.0, Anita Rosen explains what works and what doesn't, offering businesses a best-practices guide for making their investment pay off. Using examples of successful companies like National SemiConductor, Telefonica, and the Texas Department of Transportation who have made the most of e-learning, Rosen shows companies how to: define an e-learning strategy • identify the best technologies and processes to effectively implement an e-learning strategy • manage large, complicated, or new e-learning initiatives • get buy-in from trainers, managers and learners • measure and evaluate training • calculate an ROI

Complete with up-to-date information on the latest technologies, including Web 2.0, this book will help businesses improve their performance without breaking the bank."



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