



Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Lifelong Education Market

Jeff Cobb

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Lifelong learning has become a multibillion-dollar business, with more than 60 million adults currently engaged in webinars, webcasts, in-house training, continuing education classes, and more. But it is also an industry in flux, as newcomers topple old-guard organizations that can't keep pace with the need for instant access to materials and flexible delivery methods, as well as demands for community and connection.

Leading the Learning Revolution is the first book to explain in detail how to build a thriving, long-term business selling online courses and other educational products and experiences. Filled with insights from the author's vast experience, field-tested strategies, interviews, and anecdotes, the book explains how to: use technology to create high-impact learning opportunities; develop content that is faster and better than the competition's; convert prospects to customers by building connection; and, focus on the bottom-line results of lifelong learning.

Companies and organizations already in the education business will learn how to up their game dramatically and lead their markets. Individual speakers, trainers, entrepreneurs, and other subject matter experts will find in *Leading the Learning Revolution* a complete guide to starting an online education business that puts them in the forefront of their field.

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