



E-learning Strategies: How to Get Implementation and Delivery Right First Time

Don Morrison

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As more than 90% of spending on the Internet comes from brick and mortar companies it is these operations that will form the client base for e-learning. This book shows those companies how to get e-learning implementation right first time. Don Morrison explores and explains the whole implementation continuum - strategy, vendor selection, technology, implementation, culture change, content development and delivery. Most importantly he stresses that the success or failure of an e-learning initiative is directly related to the underlying strategic thinking. Written for a more mature, second generation e-learning market the book provides a practitioner's handbook to both guide the novice and inform the veteran.

* Focuses on the reader's needs

* Focuses on the strategic issues of e-learning

* Informed by key business drivers

* Supported and endorsed by PWC

Readership: Senior managers including CEOs, CIOs, CLOs, HR Directors, middle management responsible for implementing and/or delivering e-learning, consultants

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