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Autore	Roffe Ian
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Sommario/riassunto	This paper addresses the influence of information technology in human resources management (HRM) and specifically on training policy through the experience of a Spanish telecommunications firm, Telefonica. The characteristics of the training model designed by this firm to face new environments is considered and the technologies used, the key actions, the disadvantages and success factors are detected in trying to grow an E-learning company. Success factors in training policy are identified. These include flexibility in time management for training; active participation by trainers; the establi