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   Titolo   E-learning for business [[electronic resource]] : an Emerald guide

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   Nota di contenuto Cover; Introduction; An informal history of eLearning; Developing
                     design principles for an e-learning programme for SME managers to
                     support accelerated learning; Employees and e-learning: what do the
                     end-users think?; Strategizing for workplace e-learning: some critical
                     considerations; The future of eLearning; The nine myths of e-learning
                     implementation: ensuring the real return on your e-learning
                     investment.

   Sommario/riassunto The unique features of the Web, such as hypertext and hypermedia, the
                     large number of websites with good quality information sources,
                     current developments in electronic commerce, and the developments in
                     digital publishing, work together to provide a fascinating environment
                     wherein diverse teaching and learning experiences can be developed. In
                     a marketplace where skills shortages are widely recognized to be a
                     major problem facing many companies, the promise of lower cost,
                     flexible training packages built around Internet and PC-based
                     applications holds very real appeal. Can it, though, be that simple? The
                     proliferation of e-learning organizations might lead one to that
                     conclusion but the reality is, that in order to deliver e-learning in a
                     credible and value-adding form, there needs to be a substantial
                     infrastructure of people and resources supporting the learning process.
                     There is undoubtedly a place for e-learning as part of modern

corporate training provision. "E-learning for business" offers six perspectives on how you might make best use of it in your organization.