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Nota di contenuto	Cover; Contents; List of figures; Preface; 1 Introduction and definitions; 2 Why establish a corporate learning centre?; 3 Making the most of a corporate learning centre; 4 Establishing costs and measuring benefits; 5 How to resolve resistance to change; 6 Launching a corporate learning centre; 7 The media used in corporate learning centres; 8 Management and administration; 9 Marketing the corporate learning centre; 10 The learner's guide to a corporate learning centre; 11 Conclusions and recommendations; Appendix 1 Information sources; Bibliography; Index
Sommario/riassunto	The first edition of Sam Malone's book, quickly established itself as the definitive concise guide to best practice. The second edition reflects the lessons learned since that time, along with the developments in

