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	Nota di contenuto	Mastering Mobile Learning: Tips and Techniques for Success; Copyright; Contents; Foreword; Preface; Introduction; Part 1: Understanding Mobile Learning; Chapter 1: Enterprise Mobile Learning: A Primer; Business Drivers of Mobile Learning; The Mobile Learning Ecosystem; Mobile Learning Applications; Content Transmission and Retrieval; Capturing Data; Communicating and Interacting with Others; Computing Algorithms; Contextual Inquiry; Designing and Creating Mobile Learning Content; Chapter 2: The Seven Shifts in Enterprise Learning; 1. A Shift in the Location of Learning; 2. A Shift in Time 3. A Shift in Context4. A Shift in the Amount of Information; 5. A Shift in the Location of Information; 6. A Shift in Learning Experiences; 7. A Shift in Control; References; Chapter 3: The Disruptive Nature of Mobile Learning; What Is Meant by Disruptive?; How Is Mobile Learning Disruptive?; The Impact on Organizations; Significant Opportunities for Mobile Exist, But They Are Not Always Immediately Obvious; HR and Training Departments Must Change How They View and Create Learning Organizations Must Recognize the New Efficiencies and Limitations Associated with Accessing and Sharing InformationConclusion;

Reference; Chapter 4: Why Executives Should Care About Mobile Learning; Chapter 5: mLearning Is Not e-Learning on a Mobile Device; Timing; Information Access; Context; Assessment; Performance Support; User-Generated Content; The Unique Affordances of Mobile; Different Doesn't Necessarily Mean Better; Conclusion; Reference; Part 2: Strategic Thinking About Mobile Learning; Chapter 6: The Six Ps of Mobile Learning Strategy; Choose the Most Appropriate Mobile Platform Implement Proper ProcurementAdopt Sound Policies; Properly Provision Your Devices; Publish Content for Your Users; Standardize Your Procedures; Chapter 7: The Business Case for Mobile Learning; Mobile Learning and Increasing Revenue; How You Sell; Supporting Your Sales Force; What You Sell; Cutting Costs; Reference Materials and Job Aids; Performance Support Tools; Applications for Your Company; Conclusion; Chapter 8: The New "Nomadism" as a Driver of Mobile Learning; Reference; Chapter 9: Creating a Mobile Learning Content Strategy; References

Chapter 10: Seven Easy and Inexpensive Ways to Launch Mobile Learning1. Micro-Blogging; 2. Create a WordPress Website or Blog; 3. Start a YouTube Channel; 4. SMS (Text) Message Alerts; 5. Create a Mobile Version of Your PowerPoint Slides; 6. Audio Podcasting; 7. Poll Everywhere; Chapter 11: Building Brand Advocacy Through Mobile Learning; A Case Study of Brand Advocacy: State Farm Insurance; References; Chapter 12: Developing a Mobile Management Strategy; Bring Your Own Device (BYOD); Security and Bring Your Own Technology (BYOT); Lost/Stolen Devices and Ex-Employees Software and Information Homogeneity and Control

| Sommario/riassunto | Discover the strategies, tools, and technologies necessary for developing successful mobile learning programs In the modern, rapidly-expanding mobile learning environment, only clear guidelines and state-of-the-art technologies will stand up to the challenges that lie ahead. With a smart focus that combines a proven process with all-important strategies and practical applications, Mastering Mobile Learning stands as the most modern, comprehensive resource on the subject. It also features unique technical content previously unavailable among the literature of the mobile learning field. This boo |