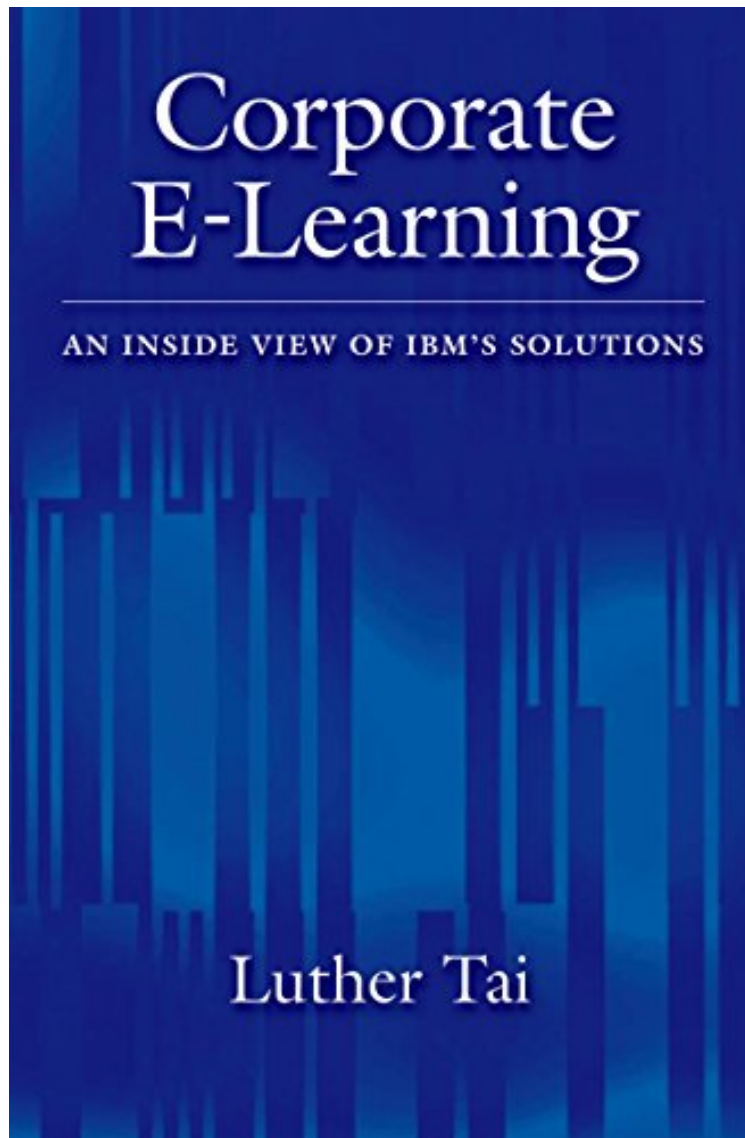


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## Corporate E-Learning: An Inside View of IBM's Solutions

*Luther Tai*

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**Luther Tai : Corporate E-Learning: An Inside View of IBM's Solutions** before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate E-Learning: An Inside View of IBM's Solutions:

1 of 1 people found the following review helpful. Contemplating E-learning???By K. McCarthyUnlike other e-learning books which focus on e-learning implementation problems, this book covers the e-learning lifecycle from justification through execution and illustrates the effectiveness of e-learning as measured by IBM's experience. Extremely well researched, the author's in-depth interviews documents the how and why e-learning programs are developed and instituted. The book exemplifies the concept of why e-learning is not a field of dreams. Because you built it doesn't mean they will come and learn. Above all, the author demonstrates through IBM's experience why e-

learning should only be considered if it makes strategic and economic sense. A must read for any corporation contemplating e-learning. 0 of 0 people found the following review helpful. The Emergence Of "E" Learning By James Haggerty A well researched book detailing the advantages of "E" learning in the corporate world. By combining interviews, various "E" learning techniques and the IBM experiences the author is sure to change how "E" learning is viewed in the classroom and in business. By following the blueprint set up by IBM, utilizing "E" learning in tandem with traditional means of learning, this book shows that "E" learning will become the corporate model going forward to be used jointly with traditional instruction. 1 of 1 people found the following review helpful. E-Learning By All find this book to be a clear and direct explanation of the need for and the advantages of e-learning. Prior to reading this book, I believed that e-learning was an electronic form of programmed instruction, an approach to education that I found not to be very effective. It was boring. It included all the steps to solve problems and was presented without recognizing the ability of bright students to skip steps. It omitted the contribution that socialized discussion made to the learning process. The discussion of e-learning designed by IBM seems to have recognized these problems and built in sufficient "blended" learning to overcome these problems. This book altered my thinking about e-learning. It does such a thorough job of exploring and clarifying the topic that I am sure that the book will become a required text or supplementary reading in courses devoted to e-learning. I am thankful for the opportunity to read the product of a talented mind. Dr. Alasdair McMullan

Corporate e-learning has become increasingly important in the contemporary universal-access business world, and can provide strategic and competitive advantages to corporations as a way to accelerate training and reduce the high costs of face-to-face learning programs. However, most of the books that are written about e-learning do not describe in detail how corporate e-learning is actually implemented within a specific company. Corporate E-Learning fills that gap by describing in depth how e-learning programs are developed and instituted, and how their effectiveness is measured, from the perspective of practicing e-learning professionals at IBM, an early and liberal user of e-learning technologies to train their global workforce. Drawing on a wealth of in-person interviews of numerous e-learning professionals at IBM, as well as recent e-learning literature, Tai discusses how IBM has significantly contributed to the evolution of corporate e-learning. In the course of doing so, he makes useful comparisons with other companies and industries, and draws conclusions that are applicable to any company considering utilizing e-learning. Companies should be careful, concludes Tai, to use e-learning only when it makes strategic and economic sense, not simply because the technology is available. In addition, e-learning should always be used along with other more traditional means of learning, and carefully monitored by feedback mechanisms to measure whether its objectives have been accomplished, and how e-learning programs might improve in the future. Corporate E-Learning is designed for classroom use in technology management courses, and will also appeal to corporate professionals who are involved in training, human resources development, and performance improvement.

About the Author Luther Tai is Senior Vice President of Central Services of the Consolidated Edison Company of New York.