



E-Learning: Strategies for Delivering Knowledge in the Digital Age

By Marc J. Rosenberg

Download now

Read Online ➔

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg

Internet and intranet technologies offer tremendous opportunities to bring learning into the mainstream of business. E-Learning outlines how to develop an organization-wide learning strategy based on cutting-edge technologies and explains the dramatic strategic, organizational, and technology issues involved.

Written for professionals responsible for leading the revolution in workplace learning, E-Learning takes a broad, strategic perspective on corporate learning. This wake-up call for executives everywhere discusses:

- Requirements for building a viable e-learning strategy
- How online learning will change the nature of training organizations
- Knowledge management and other new forms of e-learning

Marc J. Rosenberg, Ph.D. (Hillsborough, NJ) is an independent consultant specializing in knowledge management, e-learning strategy and the reinvention of training. Prior to this, he was a senior direction and knowledge management field leader for consulting firm DiamondCluster International.

 [Download E-Learning: Strategies for Delivering Knowledge in ...pdf](#)

 [Read Online E-Learning: Strategies for Delivering Knowledge ...pdf](#)

E-Learning: Strategies for Delivering Knowledge in the Digital Age

By Marc J. Rosenberg

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg

Internet and intranet technologies offer tremendous opportunities to bring learning into the mainstream of business. E-Learning outlines how to develop an organization-wide learning strategy based on cutting-edge technologies and explains the dramatic strategic, organizational, and technology issues involved.

Written for professionals responsible for leading the revolution in workplace learning, E-Learning takes a broad, strategic perspective on corporate learning. This wake-up call for executives everywhere discusses:

- Requirements for building a viable e-learning strategy
- How online learning will change the nature of training organizations
- Knowledge management and other new forms of e-learning

Marc J. Rosenberg, Ph.D. (Hillsborough, NJ) is an independent consultant specializing in knowledge management, e-learning strategy and the reinvention of training. Prior to this, he was a senior direction and knowledge management field leader for consulting firm DiamondCluster International.

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg **Bibliography**

- Sales Rank: #857235 in Books
- Published on: 2000-11-16
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .92" w x 6.40" l, 1.46 pounds
- Binding: Hardcover
- 344 pages

 [Download E-Learning: Strategies for Delivering Knowledge in ...pdf](#)

 [Read Online E-Learning: Strategies for Delivering Knowledge ...pdf](#)

Download and Read Free Online E-Learning: Strategies for Delivering Knowledge in the Digital Age **By Marc J. Rosenberg**

Editorial Review

Review

"If there is any reason to fear e-learning, it's that we will fail to understand why we are doing it. This book combines the right amount of reflection on why with a heavy dose of sound advice about how to. It has a lot in common with its subject. It's just what we need just in time." -- *John W. Cone-Vice President, Dell Learning, Dell Computer Corporation*

"Marc Rosenberg has nailed it. He surfaces the issues, realistically describes alternatives and operationalizes what a true e-learning strategy is. Good cases. Good ideas. Good writing. You need this book!" -- *Gloria Gery, Consultant in Performance Support and Learning*

"Marc Rosenberg is one of the key thinkers in the ever changing world of learning and technology. This book offers a pragmatic and powerful set of resources for any organization walking the sometime slippery e-learning pathway." -- *Elliott Masie-President, The MASIE Center*

Rosenberg's vision and advice will guide corporate leaders in harnessing the power of e-learning. I will share this book with my colleagues. -- *Pat Kelly, Vice President, People Development, AT&T Wireless Services*

From the Back Cover

The first strategy book on developing organization-wide, online learning

Learn what companies like AT&T, Cisco Systems, Dell Computer, IBM, Lucent Technologies, Merrill Lynch, Prudential, and U S West and others have accomplished with e-learning

It isn't just the promise of impressive technology that is driving people to e-learning. Businesses need to get rapidly changing information to large numbers of people faster than ever. They need to lower the overall costs of creating a workforce that performs faster and better than the competition, and they need to do this around the clock. It's no longer a question of whether organizations will one day implement online learning, but whether they will do it well.

Most organizations that need to train their employees are experimenting with some form of Web-delivered learning. But most organizations have focused on the technological challenges, buying the right software, getting enough bandwidth allocated for Web-based training, designing courseware, etc. These are important first steps but the larger strategic issues remain unsolved: how to make e-learning part of the daily work culture, and fully implement its power. *E-Learning* is the first book in this exciting new field that addresses not just the technological challenges of Web-based training and knowledge management, but how to develop a comprehensive organization-wide learning strategy.

Author Marc Rosenberg discusses the technological issues but more importantly, assesses the dramatic strategic, organizational, and political issues involved in the process of making e-learning a reality. Written for professionals responsible for leading the revolution in workplace learning, *E-Learning* takes a broad, strategic perspective on corporate learning. This wake-up call for executives everywhere discusses:

- *Requirements for building a viable e-learning strategy
- *How e-learning will change the nature of training organizations
- *Knowledge management and other new forms of e-learning

E-Learning explains the basic principles of a comprehensive Web-based learning strategy?how to link your organization's Web sites, Web-based training, courseware, and all the other components of online learning. With an underlying focus on the "why"?and not just the "how"? Rosenberg provides a roadmap for growing and sustaining an e-learning culture that's based on twenty years of observations, best (and worst) practices, and conversations with leaders in the learning technology fields. Divided into three parts, E-Learning offers an essential balance between building great e-learning (design and technology issues) and implementing it (acceptance and support issues). Within each chapter, examples illustrate many key components of an effective e-learning framework.

Unlike other technology-focused guides to Web-based training, E-Learning is the first book that tackles the overarching strategic issues?problems facing any organization experimenting with the tremendous promise of Web-based learning and knowledge management.

"The biggest growth in the Internet, and the area that will prove to be one of the biggest agents of change, will be in e-learning." ?John Chambers, CEO, Cisco Systems

"Marc Rosenberg is one of the key thinkers in the ever-changing world of learning and technology. This book offers a pragmatic and powerful set of resources for any organization walking the sometimes slippery e-learning pathway."?Elliott Masie, President, The MASIE Center

"If there is any reason to fear e-learning, it's that we will fail to understand why we are doing it. This book combines the right amount of reflection on why with a heavy dose of sound advice about how to. It has a lot in common with it's subject. It's just what we need, just in time." ?John W. Cone, Vice President, Dell Learning Dell Computer Corporation

"Marc Rosenberg has nailed it. He surfaces the issues, realistically describes alternatives and operationalizes what a true e-learning strategy is. Good cases. Good ideas. Good writing. You need this book!" ?Gloria Gery, Consultant in Performance Support and Learning

"Dr. Rosenberg's vision, coupled with the useful advice peppered throughout his book, will guide corporate leaders of learning as we strive to harness the power of e-learning for the benefit of our people and our businesses. I intend to share the book widely with my business colleagues and professional associates." ?Pat Kelly, Vice President, People Development, AT&T Wireless Services

About the Author

Marc J. Rosenberg is an independent consultant specializing in knowledge management, e-learning strategy, and the reinvention of training. Prior to this, he was a senior direction and kowledge management field leader for consulting firm DiamondCluster International. A popular presenter with over two decades of experience in the field, Dr. Rosenberg is also a former president of the International Society for Performance Improvement. He lives in Hillsborough, NJ.

Users Review

From reader reviews:

Jimmy Borrelli:

The particular book E-Learning: Strategies for Delivering Knowledge in the Digital Age has a lot of knowledge on it. So when you make sure to read this book you can get a lot of benefit. The book was authored by the very famous author. Tom makes some research before write this book. This particular book very easy to read you will get the point easily after scanning this book.

Adrian Kester:

This E-Learning: Strategies for Delivering Knowledge in the Digital Age is great publication for you because the content that is full of information for you who always deal with world and possess to make decision every minute. This book reveal it facts accurately using great manage word or we can claim no rambling sentences in it. So if you are read the idea hurriedly you can have whole information in it. Doesn't mean it only offers you straight forward sentences but challenging core information with attractive delivering sentences. Having E-Learning: Strategies for Delivering Knowledge in the Digital Age in your hand like having the world in your arm, information in it is not ridiculous a single. We can say that no guide that offer you world throughout ten or fifteen second right but this reserve already do that. So , this is good reading book. Hi Mr. and Mrs. stressful do you still doubt that?

Donald Worsley:

In this period of time globalization it is important to someone to obtain information. The information will make someone to understand the condition of the world. The fitness of the world makes the information easier to share. You can find a lot of recommendations to get information example: internet, newspapers, book, and soon. You can see that now, a lot of publisher which print many kinds of book. The book that recommended for you is E-Learning: Strategies for Delivering Knowledge in the Digital Age this reserve consist a lot of the information in the condition of this world now. This particular book was represented just how can the world has grown up. The language styles that writer value to explain it is easy to understand. Typically the writer made some exploration when he makes this book. This is why this book suitable all of you.

Steven Green:

You can obtain this E-Learning: Strategies for Delivering Knowledge in the Digital Age by visit the bookstore or Mall. Just viewing or reviewing it can to be your solve trouble if you get difficulties for your knowledge. Kinds of this reserve are various. Not only by simply written or printed but can you enjoy this book by e-book. In the modern era similar to now, you just looking by your local mobile phone and searching what their problem. Right now, choose your personal ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose proper ways for you.

Download and Read Online E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg
#S5FO6ZJT374

Read E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg for online ebook

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg books to read online.

Online E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg ebook PDF download

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg Doc

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg Mobipocket

E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg EPub

S5FO6ZJT374: E-Learning: Strategies for Delivering Knowledge in the Digital Age By Marc J. Rosenberg