



# e-Learning 2.0: Proven Practices and Emerging Technologies to Achieve Real Results

*Anita Rosen*

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When executed well, e-learning is a powerful way for organizations to save money while providing the kind of up-to-date training and information that will help employees perform better and more efficiently. Unfortunately, all too often, companies are finding that they're spending a huge amount of money for less return than they had hoped. In "e-Learning 2.0," Anita Rosen explains what works and what doesn't, offering businesses a best-practices guide for making their investment pay off. Using examples of successful companies like National Semiconductor, Telefonica, and the Texas Department of Transportation who have made the most of e-learning, Rosen shows companies how to: define an e-learning strategy - identify the best technologies and processes to effectively implement an e-learning strategy - manage large, complicated, or new e-learning initiatives - get buy-in from trainers, managers and learners - measure and evaluate training - calculate an ROI Complete with up-to-date information on the latest technologies, including Web 2.0, this book will help businesses improve their performance without breaking the bank.

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