

The Blended Learning Book: Best Practices, Proven Methodologies, and Lessons Learned

By Josh Bersin

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The Blended Learning Book is your user?s manual for implementing blended learning. It gives you a guidebook to combining the latest technologies with traditional training models to create high-impact programs that drive superior business results (not just reduce costs). Filled with real-world examples and case studies from organizations such as Accenture, BI, Cisco, FedEx, Kinko?s, Grant-Thornton, IBM, Novell, the U.S. Navy, Verizon, and more, e-learning veteran Josh Bersin zeros in on What Works -- in all shapes and sizes of training departments from a variety of industries.

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Editorial Review

Review
“Josh Bersin has simplified the complexity of the all-to-often confusing concept of blended learning. His in-depth research identifies best practices that are proven in the real world. This book is a must-read for training professionals who are trying to identify the right mix of media to create blended programs that get results.”
--James J. L'Allier, chief learning officer, Thomson NETg

“Blended Learning is one of the hottest topics in corporate training today. *The Blended Learning Book* is filled with examples, methodologies, and approaches that we find instrumental in making our programs successful. Josh Bersin’s experience and insights are valuable to any training professional.”
--Gerry Lang, director, Learning Platform and Services, Microsoft

“Blended Learning is a complex topic and Josh Bersin makes it easy. This book helps training managers understand why, when, and how to implement blended programs that really work.
--Kevin Oakes, CEO, SumTotal Systems Inc.

“Blended Learning by using multiple delivery channels is core to our training strategy. This book gives readers valuable insights developed through years of experience. Bersin’s book should be on the “must read” list for any training professional.”
--Bob Dean, chief learning officer, Grant Thornton LLP

“Blended Learning is a powerful approach to drive results in corporate training. Josh Bersin’s book captures the essentials and gives you the methodologies and tips you need to be highly successful.”
--Eli Munzer, director, e-Learning, Verizon

From the Inside Flap
As e-learning gurus and vendors hype the industry about a mad rush toward internet-based training, a more balanced approach has emerged: blended learning.

The Blended Learning Book is your user’s manual for implementing blended learning. It gives you a guidebook to combining the latest technologies with traditional training models to create high-impact programs that drive superior business results (not just reduce costs). Filled with real-world examples and case studies from organizations such as Accenture, BI, Cisco, FedEx Kinko’s, Grant Thornton, IBM, Novell, the U.S. Navy, Verizon, and more, e-learning veteran Josh Bersin zeros in on What Works™ in all shapes and sizes of training departments from a variety of industries.

Broadly and deeply researched, the book clears up many misconceptions about blended learning while providing a clear and comprehensive understanding of the principles and proven best practices. For training and learning professionals, The Blended Learning Book provides

- The two approaches and the five blended learning models that have been proven successful
- A detailed review of the 16 media options for blended learning and a road map to selecting the right media set for the right problem
- A solid methodology to develop the budget, select infrastructure, develop content, and manage a blended learning program

- A large library of case studies and examples, with content samples and detailed program outlines
- A set of "lessons learned" in every chapter
- An accompanying website, www.blendedlearning.com, with up-to-date techniques, new case studies, and job aids

A comprehensive look at the most discussed trend in training, The Blended Learning Book describes each step in defining, budgeting, building, managing, and measuring blended learning programs. With the accompanying website, learning professionals will be able to stay current on the emerging trends and future directions of blended learning.

From the Back Cover
Blended Learning–It’s What Works™

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Users Review

From reader reviews:

Manuel Thomas:

Precisely why? Because this The Blended Learning Book: Best Practices, Proven Methodologies, and Lessons Learned is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will jolt you with the secret this inside. Reading this book next to it was fantastic author who write the book in such incredible way makes the content inside of easier to understand, entertaining method but still convey the meaning completely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This book will give you a lot of gains than the other book have such as help improving your ability

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Chris Walker:

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