e-Learning by Design

By William Horton

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From William Horton -- a world renowned expert with more than thirty-five years of hands-on experience creating networked-based educational systems -- comes the next-step resource for e-learning training professionals. Like his best-selling book *Designing Web-Based Training*, this book is a comprehensive resource that provides practical guidance for making the thousand and one decisions needed to design effective e-learning.

e-Learning by Design includes a systematic, flexible, and rapid design process covering every phase of designing e-learning. Free of academic jargon and confusing theory, this down-to-earth, hands-on book is filled with hundreds of real-world examples and case studies from dozens of fields.

"Like the book's predecessor (*Designing Web-based Training*), it deserves four stars and is a must read for anyone not selling an expensive solution. -- From Training Media Review, by Jon Aleckson, www.tmreview.com, 2007

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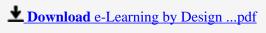
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Editorial Review

From the Back Cover
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E-Learning by Design guides both industrial trainers and academic educators in:

- Inventing engaging learning activities
- Targeting specific goals
- Designing learning games and simulations
- Writing online tests and assessments

It also helps readers select media, ensure reuse of content, specify learning objects, design the display, and make courses navigable. But wait, there's more! *E-Learning by Design* goes beyond traditional e-learning to include guidance on creating electronic job aids, virtual classroom activities, and mobile learning for PDAs and SmartPhones.

E-Learning by Design is jam-packed with best practices you can apply right away, using tools you already own.This is the guide trainers and educators need on their journey to creating successful e-learning programs.

About the Author
William Horton is a leading e-learning consultant and president of William Horton Consulting where he advises large and small companies in developing online training and information strategies. He is the author of Leading E-Learning, Evaluating E-Learning, Using E-Learning, and Designing Web-Based Training and the coauthor of E-Learning Tools and Technologies.

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