Designing World-Class E-Learning

Roger Schank

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"Schank's success designing teaching software has made him a much sought after figure among businesses, military clients, and universities."

-The New York Times

The majority of corporate training programs are weak, ineffective, costly, and inconvenient for the time-pressed employees they are supposed to train. *Designing World-Class e-Learning* explores on-line learning--today's hottest business training topic--and explains the "learning-by-doing" approach that the author and his firm have used to develop effective on-line courses for Harvard Business School, IBM, GE, Columbia University, and other world-leading organizations.

Roger Schank, a leading E-learning guru and innovator, demonstrates steps and strategies proven to excite employees, make them want to learn, and decrease training costs while increasing productivity. Schank's approach to E-learning involves:

- e-Learning by doing
- Encouraging learners to fail--and learn from failure
- Just-in-time storytelling from experts
- Powerful emotional impact

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