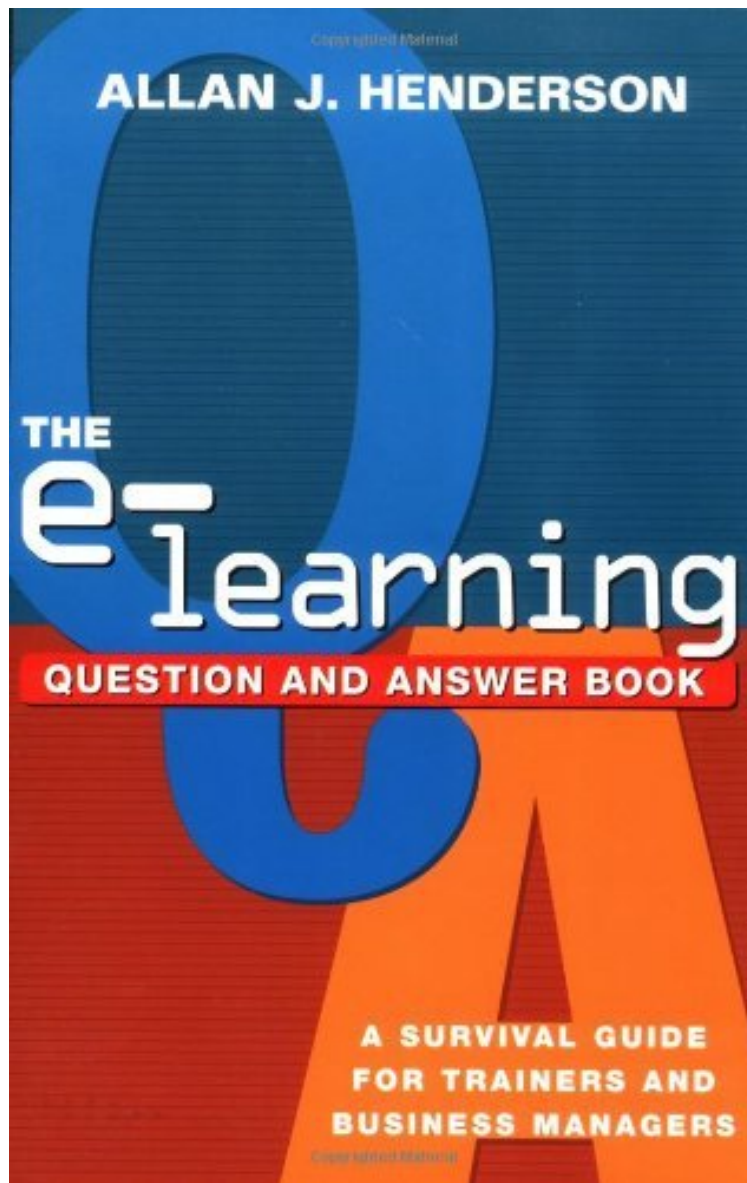


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## The E-Learning Question and Answer Book: A Survival Guide for Trainers and Business Managers

*Allan J. Henderson*

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**Allan J. Henderson : The E-Learning Question and Answer Book: A Survival Guide for Trainers and Business Managers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The E-Learning Question and Answer Book: A Survival Guide for Trainers and Business Managers:

1 of 1 people found the following review helpful. a quick glance through various aspects of e-learning  
By Maxim Masiutin  
This book is a quick glance through various aspects of e-learning. The coverage is not deep, but very broad. This book tells what is e-learning all about; provides specific case studies and interviews with e-learning leaders; presents economical analysis; shows how to apply e-learning to your business; and describes the IBM 4-tier learning model. However, I do not agree with the author's assertion that "Learning is work, not entertainment". A good learning is always pleasurable and amusing. This title is easy to read, you may wade through it once and then keep it as your personal e-learning FAQ reference book.  
0 of 0 people found the following review helpful. Five Stars  
By BETTYE JAMES  
CAME IN TIME FOR CLASS. JUST WHAT I NEEDED  
0 of 0 people found the following review helpful. Great practical guide to e-learning  
By Colin James  
Henderson's book on e-learning is one of the most straight-forward, honest looks at e-learning that I have seen in recent years. His QA format allows the reader to quickly jump to points of interest without spending time on topics that do not pertain. As a person who has had to deal with business training "gone wrong", Henderson's suggestions for a successful e-learning environment make a lot of sense. As other reviewers have pointed out, I believe that this book and the concepts it describes will translate over to academia readily. Universities and Junior colleges would greatly benefit from taking a step back and focusing on the basics. Schools that are currently attempting online classes could be improved if they took to heart the topics that Henderson describes. Since his experience at IBM has given him a first hand look at how online learning can be done right, companies and learning institutes would be wise to pay attention to what he has to say. By focusing on technical details, real-life cost, and the practicality of using learning on the web, the reader is able to quickly get up to speed on all the issues that must be considered when online training is attempted. The practical guide was very useful; it was so easy to find information quickly that I am recommending it to my company's training division.

"The application of technology-based learning to employee development has spawned a multibillion dollar industry that continues to grow. For all its potential, though, e-learning is a complex issue that elicits a myriad of questions. "The E-Learning Question and Answer Book" is a clear and concise guide that addresses common questions, as well as several that should be asked more often. Author Allan Henderson develops internal and client e-learning solutions for IBM. His crucial insights are supported by examples and case studies of how to (and how not to) launch and run an e-learning program. "The E-Learning Question and Answer Book" asks and answers more than 70 questions in all, including: What is e-learning? How can your company benefit? How much will it cost? Do you need to scrap your classroom training? How do instructors adjust? How do you set up e-learning systems? Will your IT structure support future growth? Should you host your own e-learning system? Should you use a public system? What are e-learning standards? Should you care about them? Writing from experience, Henderson answers real business questions about e-learning".

"..offers crucial insights [...] to launch and run an e-learning program. The perfect "survival guide" for trainers and managers. -- New Equipment Digest, Cleveland, OH ,April 2003"  
"accessible format, good chapter summaries and useful tools..essential for those venturing into the world of online training." -- Training, Sept. 2003  
Training magazine: "This, the newest entry in AMACOM's excellent "question and answers" series, provides real-world answers to tough e-learning questions. The accessible format, good chapter summaries and useful tools, with absolutely no fluff or filler, make The E-Learning Question and Answer Book essential for those venturing into the world of online training." About the Author  
Allan Henderson (Marietta, GA) is Senior Global E-Learning Strategy Analyst at IBM, where he has also managed business transformation and software development organizations.