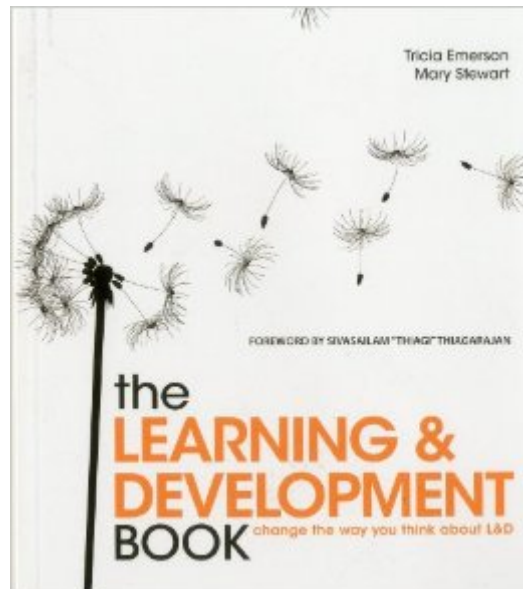


The book was found

# The Learning And Development Book



## Synopsis

Everyone thinks they know everything about training. Right? We've all gone to school, been trained on the job, and maybe endured the occasional corporate seminar. But if you're a professional in this field, you know that's familiarity, not expertise. Instructional design and implementation are not as easy as they look. You know there's an art to enabling people to truly change their behavior, moving themselves and their organizations toward the right future. That's what inspired *The Learning and Development Book*. Open the book to any page and you'll find a short chapter that holds one hard-won lesson—the reward of decades implementing instructional design in real-world settings. Why should learning be more like playing? Is the culture of your organization working against you? Should you really measure the effects of your training program? Have you ever thought that learning begins when training ends? Each chapter holds a nugget of wisdom on subjects like these. Whether you're a battle-tested educator or embarking on your first big training job, we hope we can give you tips, tools, big ideas, and (bonus!) a smile.

## Book Information

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Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (7 customer reviews)

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## Customer Reviews

One of the cutest, fun to read little books from the corporate instructional design world that I've ever read. I keep it on my desk and flip back through it from time to time just for inspiration. Good content based on great learning principles, really nice graphics, and a really enjoyable writing style make this a must. In fact, I lead a team of designers and bought them all copies. Highly recommended!

A word to the wise . . .if you have any experience as a trainer or consultant, DON'T BUY THIS BOOK!! I did and it was a complete waste of money and time. It is simplistic, basic, and trite. Nothing of any real value. It was hard to read . . . small type, orange pages (!) -- whose idea was THAT?!

This is a great little book - very well written and easy to understand. I was also pleasantly surprised when notified me of a refund - "because the price of the item(s) decreased after you ordered them, and we gave you the lowest price."How good is that?

Ms. Emerson addresses this complex issue in a very easy and digestible way. This is a must read for any leader focusing on implementing change throughout their organization. Loved it!

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