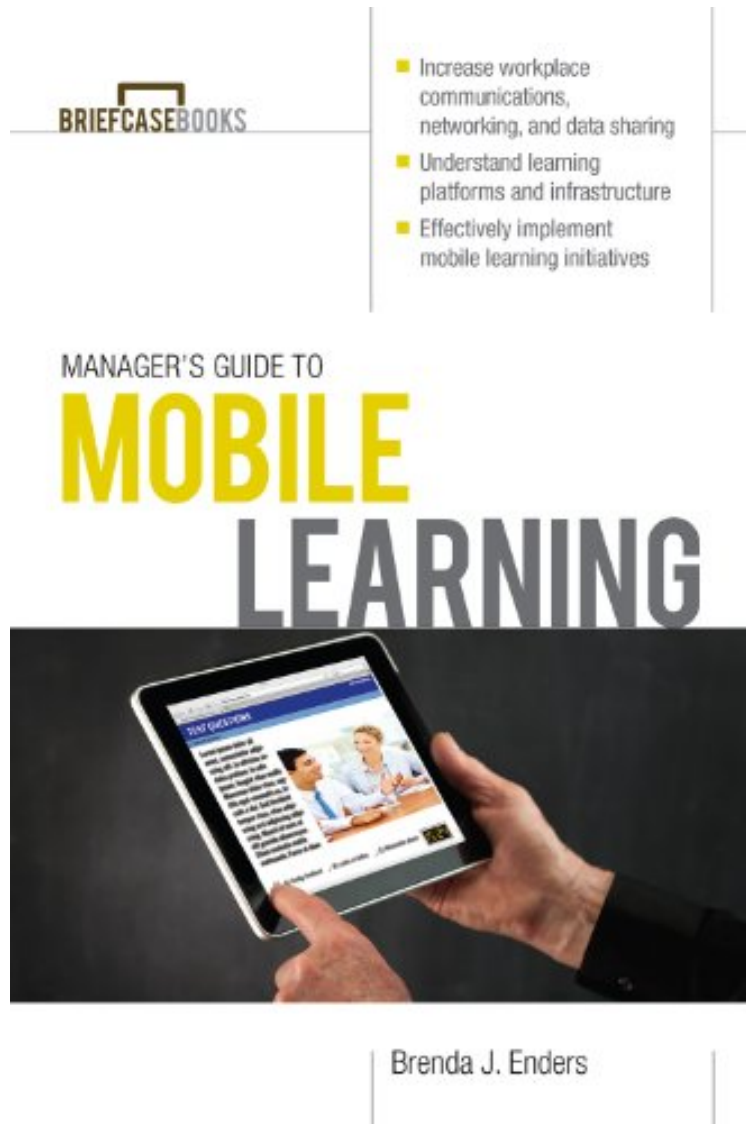


Managers's Guide to Mobile Learning (Briefcase Books Series)

Brenda J. Enders

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Brenda J. Enders : Managers's Guide to Mobile Learning (Briefcase Books Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Managers's Guide to Mobile Learning (Briefcase Books Series):

0 of 0 people found the following review helpful. Must Read for Training ProfessionalsBy Shirley Fine LeeI have added this book to my list of suggested references whenever I speak on social learning or just-in-time training design. In this guide to mobile learning, Enders not only talks about how to design better mobile learning, she also writes on how to manage the overall mobile project to reduce risks and costs. Standard training development is discussed and

then compared to how shorter segments of mobile learning can be just as effective as instructor-led or modern e-learning if done properly as a topic intros, pre-training events, JIT videos or audios, as well as training refreshers. Having come from a background that includes both training delivery and information systems design, I find many of Enders ideas to make great sense for project managers and instructional designers. However, you do not have to have Enders or my background to understand this book. It is very well written. I especially like how this book works as a great reference guide that includes a usable index, chapter checklists/summaries, explanation of key ISD and IT terms, plus many valuable questions to ask during each stage of the mobile learning project from idea - thru design - and into implementation. After reading the book through, use it over and over by going to the table of contents to find the chapter you need to re-read and be sure to manage your time by reading the checklist at end of chapter first to verify you found the right one to review.

The ultimate guide to spearheading a mobile learning program! Covers everything from the basics to working with developers and gaining stakeholder support Manager's Guide to Mobile Learning offers managers an overview of how to create, implement, and successfully use mobile learning platforms. Written specifically for today's busy manager, Briefcase Books feature eye-catching icons, checklists, and sidebars to guide managers step by step through everyday workplace situations. Proven tactics for creating, implementing, and successfully using mobile learning platforms Clear definitions of key management terms and concepts Practical advice for minimizing the possibility of error Examples of successful management Specific planning procedures, tactics, and hands-on techniques Brenda J. Enders is a consultant, trainer, public speaker, and author in the field of mobile learning. She is the President and Chief Learning Strategist of Enders Consulting, LLC, a St. Louis, Missouri based company.