

BOOKS

Perelman on Books

By Sabrina E. Hicks

The American humorist S.J. Perelman wrote, "Learning is what most adults will do for a living in the 21st century." I ran into that quote continuously while surfing the Web for documents on e-learning. Apparently, the verdict among e-learning authors on the Web is that Perelman, had he not died in 1979, would be an e-learning evangelist. How did he foresee that we'd all be in a tizzy trying to wrap our minds around the topic of learning and how best to present information that can help us improve our work performance? Perelman would probably be happy to hear about these new releases from ASTD Press.

How to Order

Interested in purchasing one or more of these titles? They'll be available at the ASTD TechKnowledge Conference & Exhibition, October 9-12, 2001 in Charlotte, North Carolina. Or contact the ASTD Customer Care Center at 703.683.8100. Use Priority Code: 11131101.



By Sabrina E. Hicks

Palm Reading

By now, you've had time to get used to the idea of the ebook—and it's not for you. You prefer the feel of a book in your hands, the way you keep time by the turn of a page, the luxury of dog-earring a page to mark your place.

Still, technology is a temptress. You've heard tales about how in the near future students won't carry heavy tomes that break their backs, as you did. They'll carry one ebook device that stores *The Complete Works of Shakespeare*, *Molecular Cell Biology*, *Zen and the Art of Motorcycle Maintenance*, and any other required reading material—all at a total weight of about 2 pounds.

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Ever so faintly though, you hear technology's siren song entrapping you with the wonders of the portable reading device. While you refuse to put away your dusty books and wrinkled magazines, you still want to know what to do if the only reading material around is an ebook.

Try this: You know that PDA you're using as an address book? How about using it to get familiar with ebooks?

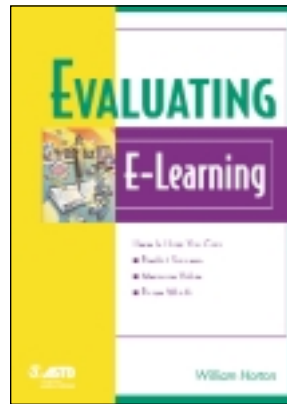
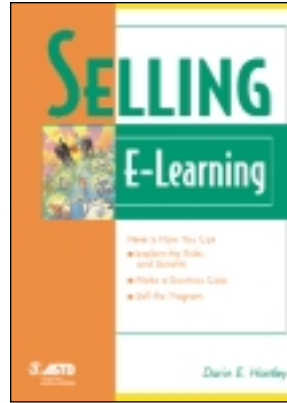
Formats vary depending on which handheld organizer you use, and you can find many Internet sites that offer free downloads of ebook reading software. The following process is the one I used to download the *Palm OS Palm Reader* to a Handspring Visor via my

BOOKS

E-Learning

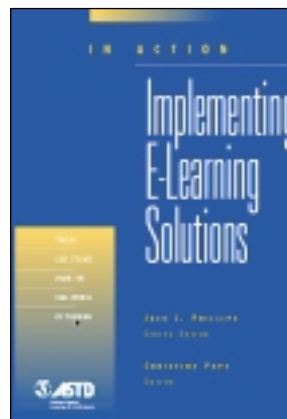
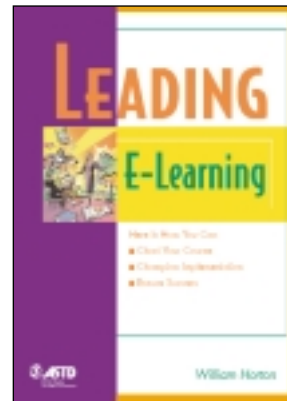
Selling E-Learning
By Darin E. Hartley

Selling the concept of e-learning to managers can be one of the biggest obstacles in bringing e-learning to your organization. But you can win their hearts and minds with the knowledge and tools in this book. Learn the risks and benefits of implementing an e-learning initiative. Be prepared to paint a realistic portrait that shows management you've left nothing to chance. And use the book's checklists, tools, exercises, and case studies to develop your expertise in e-learning and make a strong case for it.



Evaluating E-Learning
By William K. Horton

Does e-learning work? How much does e-learning benefit an organization and its learners? Is e-learning a wise investment or a waste of corporate resources? Here's a book that answers those and other important questions and guides you in taking a systematic approach that will strengthen your case for bringing e-learning to your organization. Use the interactive "Your Turn" sections to apply concepts from the book. And visit the com-



panion Website to download design forms, spreadsheets, live examples, and other resources.

Leading E-Learning
By William K. Horton

Here's an easy-to-understand road map that'll show you how to take charge of the e-learning initiative in your organization. Training professionals, team leaders of e-learning initiatives, HR executives, or anyone wishing to understand this fundamental change in the training profession will find this book to be a valuable learning tool. In addition to its practical content, there are interactive "Your Turn" sections and a companion Website that allow you to apply concepts from the book. The Website also includes design forms, spreadsheets, live examples, and other resources that'll speed up your e-learning experience.

In Action:
Implementing
E-Learning
Solutions
Edited by
Christine Pope

Why not base your ideas and strategies for an e-learning initiative on what has worked at other organizations? This special ASTD In Action guide offers case studies with a



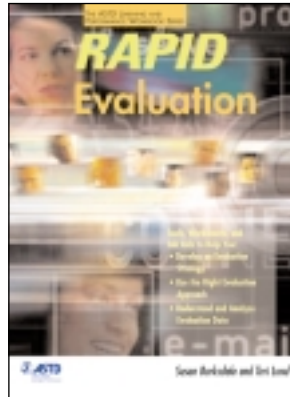
variety of systems, processes, and models for e-learning. Learn from the challenges and successes of people who have already embarked on an e-learning mission, and benefit from their experience solving problems about deliverables, timeframe to launch, investment requirements, and other issues.

A Myriad of Other Topics

Our honorary e-learning evangelist S.J. Perelman described himself using these words: “Under a forehead roughly comparable to that of Javanese and Piltown man are visible a pair of tiny pig eyes, lit up alternately by greed and concupiscence.” We’ll take that to mean that even though he dropped out of Brown University, Perelman had a great desire for learning. No doubt he—and you—would also find these releases from ASTD Press of interest.

Rapid Evaluation
By Susan Barksdale and Teri Lund

Whether you’re responsible for evaluating your organization’s entire fleet of workplace learning and performance interventions or just a specific one, this workbook can help you get evaluation results you can trust. Learn how to approach evaluation strategically and link results to your organization’s goals, strategies, and performance indicators. Evaluation tools, check-

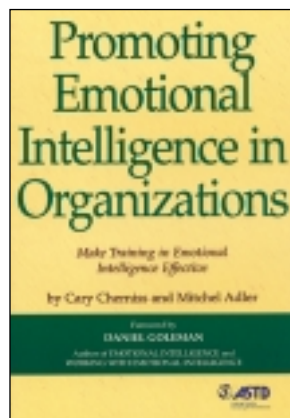
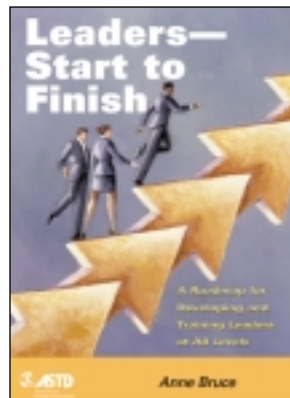


lists, and examples help you build a comprehensive evaluation strategy, or answer a specific evaluation question.

Leaders—Start to Finish: A Road Map for Developing and Training Leaders at All Levels
By Anne Bruce

If you want a book to help your leaders challenge the status quo, lead by example, take decisive action, and empower employees, this essential resource has everything you need:

- steps for designing a complete leadership training and development program
- advice on benchmarking and adjusting your existing program
- tips and advice for training leaders
- examples of successful approaches from world-class organizations such as Ritz-Carlton, Starbucks, The Body Shop, Junior Achievement, and Saturn.



Promoting Emotional Intelligence in Organizations
By Cary Cherniss and Mitchel Adler

Organizations around the world spend billions of dollars annually on training programs for managers and leaders, yet few, if any, address the important skill of how to recognize, acknowledge, and manage personal feelings. Here’s the first book to offer the tools and data

PC, which runs on Microsoft Windows 98. To make this work, you’ll need to load the *Palm Desktop* and *WinZip* software to your PC.

Download *Palm Reader* to Your PC

- Go to www.peanutpress.com. (In March 2001, Palm acquired peanutpress.com, a leading ebook publisher and distributor. The site’s help section details how to use *Palm Reader* software, which I don’t have the space to do here.)
- Click on the area of your residency, either U.S. and Canada or Worldwide.
- Click the appropriate item under *Palm Reader* free download. (I selected *Palm OS v1.0.6*, English.)
- Select Save File from the popup screen and determine where you’d like to save the PalmReader.zip file. (I saved it in a folder on my c: drive.)

Unzip *Palm Reader*

- Go to the location where you saved the PalmReader.zip file.
- Double click on the file to view it in the *WinZip* window.
- Double click PalmReader.prc in the *WinZip* window, which will add the file to your Install Tool.
- Confirm that PalmReader.prc is listed in the Install Tool, and select Done.
- Read message informing you that the next time you HotSync your PDA, the file will be installed on your handheld device. Click OK.
- HotSync your PDA.
- Remove PDA from its cradle and check that *Palm Reader* is listed with your other applications.
- Return PDA to its cradle so it’s ready when you start to download your selected ebook.

Download *Palm OS eBook*

This is the fun part. Search the Internet for any Palm OS ebook that you’d like to use for practice. You can find many free ebooks, but you must make sure to choose one that runs on Palm OS. If you don’t, you’ll be disappointed when you try to download the non-Palm OS ebook to your PDA and it doesn’t work. (Believe me.) Remember the location of where you saved your ebook. You’ll need that later.

**Download eBook on PDA**

Using Windows 98, here's how I loaded an ebook to my Handspring Visor:

- Place mouse over Start icon and click.
- Move mouse up to Programs.
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- Confirm that your ebook file is listed in the Install Tool, and select Done.
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- Remove PDA from its cradle. Tap the applications icon (one of the four standard icons that surround the graffiti screen) and then the *Palm Reader* icon. If you've downloaded one ebook, the ebook should open when you open *Palm Reader*. If you've downloaded a few books, tap *Palm Reader* and then tap on your PDA's menu icon. Under Book, tap Open. That will list all of the ebooks you have available on your PDA. Select your chosen ebook, and tap Open to begin reading.

Still don't like ebooks? Wait about five years. That'll give E Ink Corporation time to finish developing Paper 2.0: "a dynamic high-resolution electronic display that's thin and flexible enough to become the next generation of paper." www.eink.com

E Ink's goal is to bind Paper 2.0 like paper pages to make a "real" electronic book.

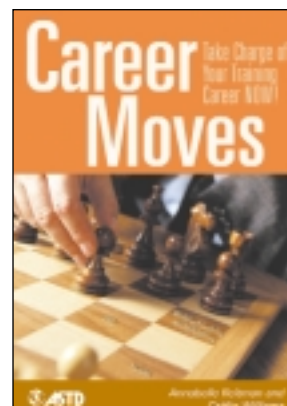
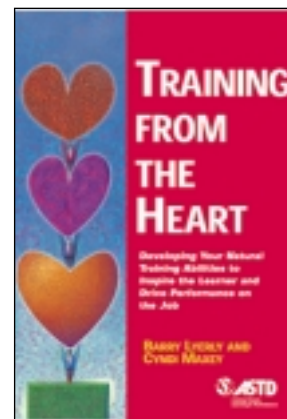
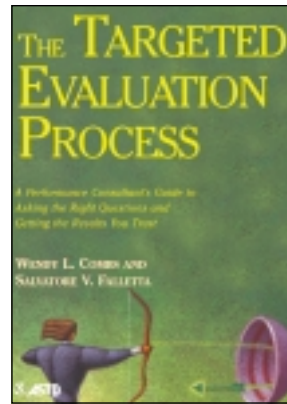
you need to sell and implement emotional intelligence training within your organization.

The Targeted Evaluation Process: A Performance Consultant's Guide to Asking the Right Questions and Getting the Results You Trust
By Wendy L. Combs and Salvatore V. Falletta

Study the organized and systematic approach presented in this book and you'll learn how to build flexible interventions, determine if a chosen performance intervention achieved its goals, and partner with stakeholders throughout the process. Included are practical tools, templates, and sample questions for typical performance interventions such as training, process improvement, and implementing a new rewards and incentives program. The project management framework provided helps you stay on track.

ISD From the Ground Up: A No-Nonsense Approach to Instructional Design
By Chuck Hodell

Use this how-to guide to acquire new ISD skills, improve your existing skills, and get a thorough refresh-



er course in classic ISD. Clear guidelines and interactive exercises take you through every step of creating instructional events and lesson plans. Those steps include

- analyzing systems with the ADDIE model of instructional design
- writing objectives and performing population and task analysis
- using focus groups, pilot courses, and evaluation strategies
- designing effective Web-based training.

Training From the Heart
By Barry Lyerly and Cyndi Maxey

Find out how the motives that brought you to the training profession in the first place can help you improve the climate for learning and encourage learners to apply classroom lessons once back on the job. Using self-assessments, thought-provoking checklists, and vignettes, this book explains how to motivate learners to make a difference at work and how to transfer your classroom skills to new ways of delivering training, including e-learning.

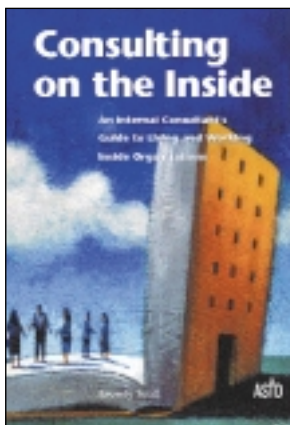
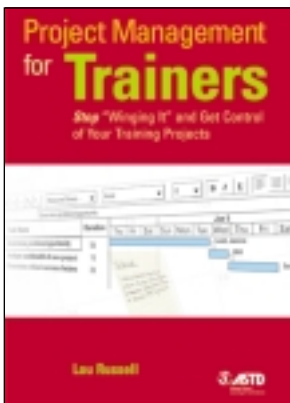
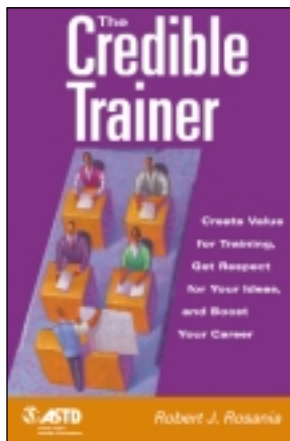
Career Moves: Take Charge of Your Training Career Now!
By Annabelle Reitman and Caitlin Williams

Find new career options, energize a stalled career, or make the transition to a new career as a human performance improvement expert with the practical advice in this book. Exercises, checklists, job aids, tools, and useful tips help you develop new career strategies and explore your options.

The Credible Trainer: Create Value for Training, Get Respect for Your Ideas, and Boost Your Career
By Robert J. Rosania

If you find that your dedication to the training profession sometimes clashes with the urgent need to achieve bottom-line results for your organization, you'll appreciate this book's expert and practical advice. Learn how to become a valued strategic partner in your organization and develop a personal plan that includes

- taking a strategic view of both your organization and your career
- demonstrating your bottom-line value to the organization
- articulating your role in helping the organization achieve its "big picture" goals
- building self-confidence and a sense of power as a training professional.



Project Management for Trainers: Stop "Winging It" and Get Control of Your Training Projects
By Lou Russell

This fast-paced and highly readable book explains how to plan and organize any training project and control its time, cost, quality, and scope. Read solutions you can use immediately to

- build flexible project management plans
- estimate required work effort
- schedule steps and allocate resources
- communicate project status
- perform a post-project review.

Consulting on the Inside
By Bev Scott

Make the job of being an internal consultant easier and more rewarding with this practical guide that provides a road map to success and helps you hone your skills. Based on real-life stories from internal consultants, Scott provides a comprehensive eight-step consulting process guide with valuable tips on working with management, dealing with difficult clients, and marketing your services to the organization.

All Learning Is Self-Directed
By Daniel R. Tobin

When organizations make learning and skills development the responsibility of each individual, it's managers' responsibility to support workers and create an appropriate learning environment. That's where this book comes in. You'll find information and insights on the following topics:

- new strategies to meet the workplace challenges of independent learning
- learning environment designs that support and encourage self-directed learners
- tools and techniques to manage intellectual capital in the free-wheeling environment of free-agent workers.

Growing Leaders
By Steve Yearout and Gerry Miles, With Richard Koonce

Discover the strategies, tools, and tips you need to help your organization grow leaders at every level, and improve your own skills as a leadership development coach and facilitator. Based on the seven leadership challenges facing companies, this book explains the critical role you can play in framing the leadership development debate in your organization and raising the visibility of leadership development with upper management.

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