e-Learning by Design

By William Horton

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Since the first edition of *E-learning by Design*, e-learning has evolved rapidly and fringe techniques have moved into the mainstream. Underlying and underwriting these changes in e–learning are advances in technology and changes in society.

The second edition of the bestselling book *E-Learning by Design* offers a comprehensive look at the concepts and processes of developing, creating, and implementing a successful e-learning program. This practical, down-to-earth resource is filled with clear information and instruction without over simplification. The book helps instructors build customized e-learning programs from scratch—building on core principles of instructional design to: develop meaningful activities and lessons; create and administer online tests and assessments; design learning games and simulations; and implement an individualized program.

"Every newcomer to the field will find this edition indispensable, while professionals will find much needed contemporary information to manage the rapid changes happening in our field. Even if you own the first edition, buy this update as soon as possible."
—**Michael W. Allen**, CEO of Allen Interactions, Inc.; author, *Michael Allen's e-Learning Library Series*

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"Horton nails it! Perfectly timed, robust, and practical, this second edition of brings together the latest strategies for learning without losing its critical premise—technology enables e-learning, but great design makes it work."
—**Marc J. Rosenberg**, e-learning strategist; author, *Beyond E-Learning*

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Editorial Review

From the Back Cover
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About the Author
William Horton is a leading e-learning consultant and president of William Horton Consulting, Inc. He is the author or co-author of numerous books including *E-learning by Design*, *Designing and Writing Online Documentation*, *Leading E-learning*, *Evaluating E-learning*, *Using E-learning*, *Secrets of User-Seductive Documents*, *E-learning Tools and Technologies*, *Getting Started in Online Learning*, and *The Web Page Design Cookbook*.

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