



ISD from the Ground Up: A No-Nonsense Approach to Instructional Design (2nd Revised edition)

By Chuck Hodell

American Society for Training & Development. Paperback. Book Condition: new. BRAND NEW, ISD from the Ground Up: A No-Nonsense Approach to Instructional Design (2nd Revised edition), Chuck Hodell, Since its publication six years ago, "ISD From the Ground Up" has become a classic, best-selling training design guide. Experienced training professionals as well as new training designers and students have applauded and adopted the book's easy-to-understand, application-driven methodology. The revised edition of "ISD From the Ground Up" keeps this practical, straightforward approach and adds six new chapters, plus updated and new content throughout the book. For example, a whole new section has been added to help you evaluate the quality of your training design. In addition, the specialized craft of designing courses for academic credit is covered in this revised edition. You will also find advice on working as a solo designer when you are the SME, material development specialist, and project manager. Finally, a convenient CD-ROM allows for the downloading of a complete sample lesson plan, worksheets, exercises, and other useful material for immediate application.



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