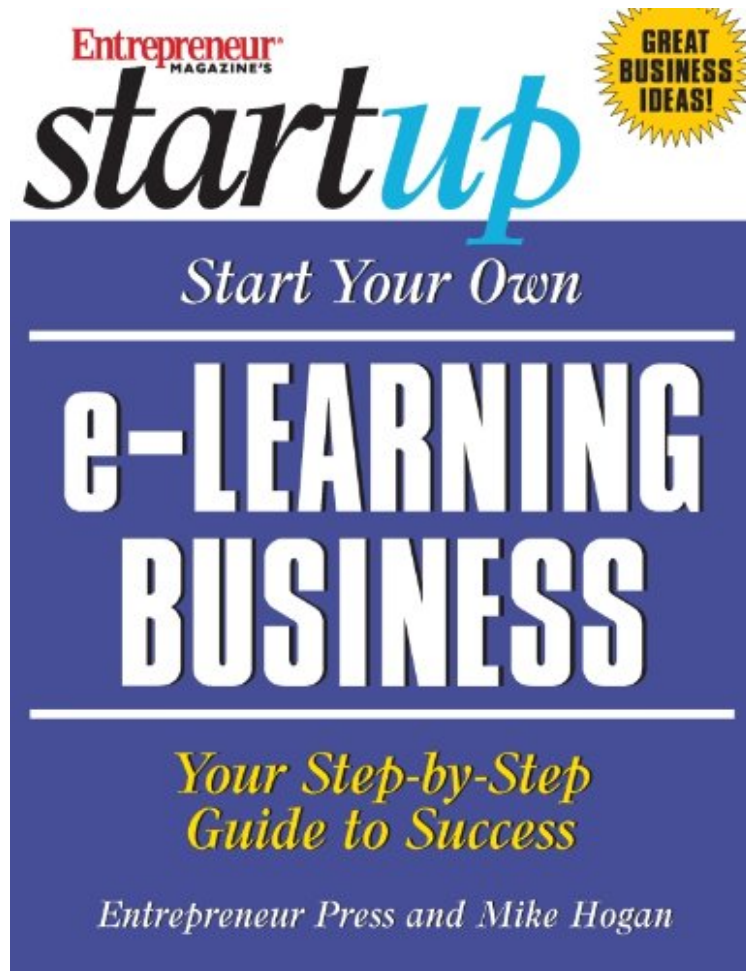


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read about industry standards, pay rates, tips on structuring the organization, etc. I was interested in learning about different business and economic models, and what other companies are doing - are they hiring employees? contractors? how many people are typically in the course build process? How many hours does it typically take to create courses in different categories? etc etc None of this information was included. The book was very generic and not really specific to eLearning. Oh a few high level eLearning tips are there, but nothing at the level of starting a business! 4 of 4 people found the following review helpful. You already know this By Dan Spurgin What an underwhelming book. You already know the great majority of the ideas in this 'book' (if this even is a book). This book will not get you closer to starting your future business or even understanding your future business. It will only help you put off any action towards starting your business. Instead of reading this I recommend you either just get started on your business or buy a howto book on small business or howto book on elearning but not this.

In the Information Age, the personal computer is becoming as pervasive as the telephone and television. It accesses vast stores of constantly changing information and the ability to navigate it and the Internet has become a professional necessity for a majority of white and blue collar jobs. And the key to opening that doorway is computer-based learning-[learning.rdqo](#); Using computers for education and training, an industry that barely existed a decade ago, is a fast-growing business opportunity for enterprising people who enjoy helping others learn and who are comfortable with computers. Start Your Own e-Learning Business shows you how to become the person people turn to when they need to catch up on essential skills and knowledge. This guide covers the vast selection of roles you can choose from, including: Teaching businesses computer basics, management techniques, or programming skills Publishing guides to help employees understand their firm's software Producing interactive content that explains products to customers Creating Web sites to help students do their homework or seniors hone their Internet skills Providing content, marketing help, or tech services for other e-learning firms Brokering classes, recruiting students, or reselling CD-based courses for other businesses

From the Back Cover In the Information Age, the personal computer is becoming as pervasive as the telephone and television. It accesses vast stores of constantly changing information and the ability to navigate it and the Internet has become a professional necessity for a majority of white and blue-collar jobs. And the key to opening that doorway is computer-based learning-"e-learning." Using computers for education and training, an industry that barely existed a decade ago, is a fast-growing business opportunity for enterprising people who enjoy helping others learn and who are comfortable with computers. Start Your Own e-Learning Business shows you how to become the person people turn to when they need to catch up on essential skills and knowledge. This guide covers the vast selection of roles you can choose from, including: Teaching businesses computer basics, management techniques, or programming skills Publishing guides to help employees understand their firm's software Producing interactive content that explains products to customers Creating Web sites to help students do their homework or seniors hone their Internet skills Providing content, marketing help, or tech services for other e-learning firms Brokering classes, recruiting students, or reselling CD-based courses for other businesses There's no limit to your potential in the booming e-learning industry. And this guide, one of Entrepreneur magazine's highly regarded Startup Series, provides all the tools you'll need to start, run, and grow your business. If you like the idea of being your own boss and are good with computers, Start Your Own e-Learning Business is the first book you'll want to buy. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide