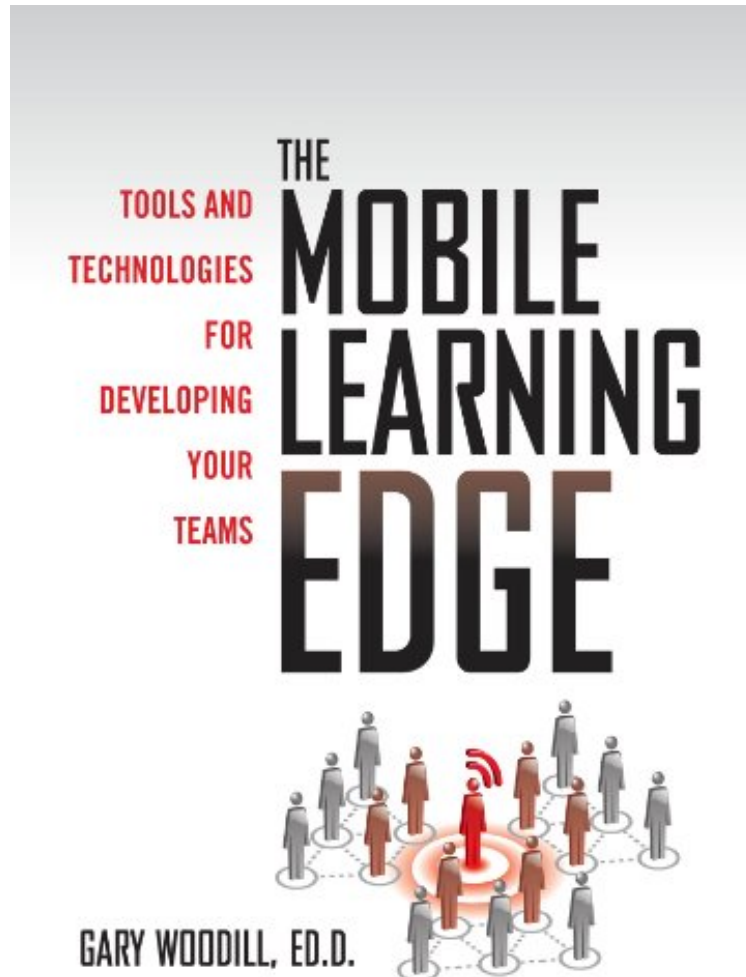


(Ebook pdf) The Mobile Learning Edge: Tools and Technologies for Developing Your Teams

The Mobile Learning Edge: Tools and Technologies for Developing Your Teams

Gary Woodill

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Gary Woodill : The Mobile Learning Edge: Tools and Technologies for Developing Your Teams before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Mobile Learning Edge: Tools and Technologies for Developing Your Teams:

15 of 15 people found the following review helpful. White Paper Material By Will Corsair I sat through part of Woodill's webinar at the e-Learning Guild site in early June, 2011 but logged off after about 20 minutes because it was like listening to paint dry and I had better things to do with my lunch hour. Nonetheless, I decided to buy the book because I was intrigued. I really tried to like this book. I sat down and read it with what I thought was an open mind. But I quickly got irritated that it was little more than a glorified white paper. The gist of the book is that mobile learning is here and we'd better all get on board. I agree. However, the first 50 pages of this 250-page book is a rehash

of what everyone already knows if they're even remotely clued in to the world of device-delivered information and learning, including a long, hairy history of device development. Then Woodill tries to make an argument that mobile learning is qualitatively different from everyday electronic learning. Well, mobile learning is a function of electronic learning; it has its own delivery requirements and constraints, but it's still electronic learning. My biggest beef is that there seemed to be little in the way of material that was specific to being mobile; most of it dealt with what we already know about e-learning, social media interactivity and connectivity, user-generated content, etc. To be fair, Woodill says that we're at the very beginning stages of mobile learning and there there's a huge amount yet to be learned. He does have listings and descriptions of device apps that allow various learning tasks to be performed. But, for my money, there's not enough hard "how to" that can be applied to mobile learning as a subset of electronic learning. So much of what's in the book seems to be material that any learning professional already knows. As an instructional designer, e-learning developer and project manager, and classroom instructor, I was disappointed in this book. There's plenty of free information on the web that will serve you just as well.

0 of 0 people found the following review helpful.
Nice book!
By RVOI bought this book when I started learning more about mobile concepts and I found this book very good and inspiring. For me, this book gave me some valuable insights regarding mobile since I'm a beginner, so I don't know how it works for advanced or expert people but i passed this book around some colleagues and they gave me good feedback as well.
1 of 1 people found the following review helpful. Great read and subsequent reference tool
By KarenBLove the book, it takes the reader from the beginning of mobile learning, the pluses and minuses, highlights the common pitfall, gives solid advice, a great read for anyone embarking on a mobile initiative. After the first read the book is very well laid out and lends itself very well to being the on hand reference guide.

Engage and teach your team wherever and whenever; from one of the world's leading e-learning authorities. The digital electronics revolution keeps us connected with almost anyone around the world and makes information available anywhere, at anytime. In the workplace, the impact has been great, propelling mobile learning to the forefront of training and education. Dr. Gary Woodill, a senior analyst at a leading e-learning research firm shows you how mobile learning is evolving, and how organizations can use it more efficiently and effectively--with companies reaping the rewards of increased communication, teamwork, productivity and profitability. Learn how to break free from the old notions of training and development with the concrete strategies in *The Mobile Learning Edge* and Become skilled in the seven principles of successfully training employees on the move Implement new learning programs that employees can access anywhere Develop a future mobile learning strategy in an ever-changing environment Discover what might be the right kind of mobile technologies for your company With *The Mobile Learning Edge* you'll go beyond applications and content and be able to create engaging and productive mobile learning for your team. According to a recent study, there's one mobile device for every two people in the world, and the technology making these devices smarter and more connected is improving almost daily. The real revolution is that mobile learning releases learners from the classroom where they are immobilized, and allows them to learn at "anytime, anyplace." In *The Mobile Learning Edge*, Dr. Gary Woodill outlines the most effective methodologies for training and engaging employees on the move and takes the person out of the classroom, while keeping learners connected to the information they need at all times. *The Mobile Learning Edge* features: Information on the social media and enabled devices that can serve your mobile learning Concrete strategies for how your business can use mobile learning to train, educate, and instruct employees anywhere Pointers on information gathering and analysis on the fly Innovative ideas for creating effective mobile learning experiences Comprehensive strategies for anticipating future mobile learning needs and developments You'll find a wealth of information about the history of this emerging field, retrieving information, methods for learning, applications, uses, and experiences--and how to put it all together to build a mobile learning system that's right for your team. Using case studies, Woodill shows how you can emulate the successes of corporations like Nike, Accenture, and Merrill Lynch in using micro-blogging, cloud computing, mobile gaming, intermodal mashups, virtual worlds, collective intelligence, and other mobile learning platforms to take your business's recruitment, training, communication, and collaboration functions to the next level.

About the Author
Author Profile Gary Woodill, Ed.D., is a senior analyst at Brandon Hall Research, a leading research firm focusing on workplace learning, where he tracks emerging learning technologies for a client list that includes ATT, Bank of America, IBM, Konica Minolta, KPMG, Motorola, PriceWaterhouseCoopers, and Raytheon, among others. He lives in Gore's Landing, Ontario. With contributions by: David Fell, M.B.A., is the interim CEO of a private-public partnership startup company that is investing over \$200 million in high speed broadband services in rural eastern Ontario, Canada. Sheryl Herle, B.Ed., is president of Beyond Bums in Seats, an independent consultancy specializing in guiding leaders in modernizing and optimizing corporate learning.