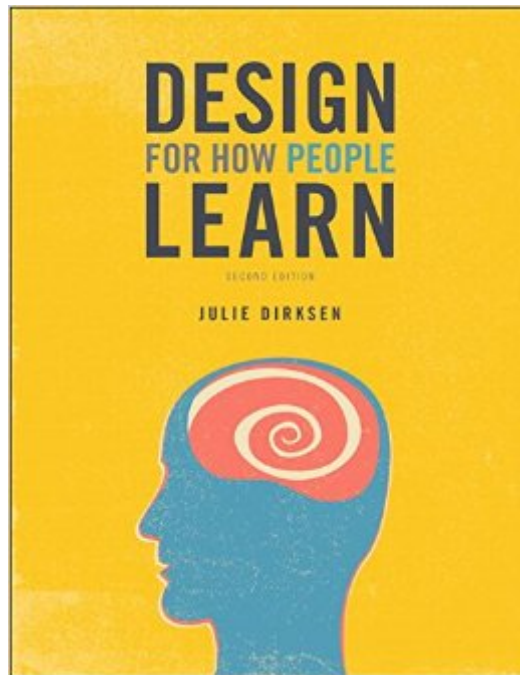


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# Design For How People Learn (2nd Edition) (Voices That Matter)



## Synopsis

Products, technologies, and workplaces change so quickly today that everyone is continually learning. Many of us are also teaching, even when it's not in our job descriptions. Whether it's giving a presentation, writing documentation, or creating a website or blog, we need and want to share our knowledge with other people. But if you've ever fallen asleep over a boring textbook, or fast-forwarded through a tedious e-learning exercise, you know that creating a great learning experience is harder than it seems. In *Design For How People Learn, Second Edition*, you'll discover how to use the key principles behind learning, memory, and attention to create materials that enable your audience to both gain and retain the knowledge and skills you're sharing. Updated to cover new insights and research into how we learn and remember, this new edition includes new techniques for using social media for learning as well as two brand new chapters on designing for habit and best practices for evaluating learning, such as how and when to use tests. Using accessible visual metaphors and concrete methods and examples, *Design For How People Learn, Second Edition* will teach you how to leverage the fundamental concepts of instructional design both to improve your own learning and to engage your audience.

## Book Information

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## Customer Reviews

Buy it, read it, live it. I have personally recommended this book to 5 people who each read it and started buying copies for their staff. A must for anyone who ever has to train anyone to do anything.

This book was excellent and can be read and understood by a wide audience. While it is clearly written for content designers, it was a valuable resource from the perspective of a leader/trainer. This perfectly translates instructional design theories and practices so that non-designers (trainers, managers, etc) can be better facilitators.

Really crystallizes the difference in mentality between creating sound instructional design and designing effective and engaging learning experiences. Great mix of theory and practice. References lots of other books and resources that I will be checking out.

This book is a must read . Clear steps and content. Easy to follow. It is a reference for those who are delivering and creating learning programs and consultants.

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