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Telling Training's Story: Evaluation Made Simple, Credible, and Effective By Robert O. Brinkerhoff
Published by Berrett-Koehler Publishers, Inc. ISBN: 978-1-57675-186-2 Paperback Original \$29.95
Number of Pages: 254 Publication Date: March 2006

Telling Training's Story

Telling Training's Story is the first accessible, affordable book to offer clear, simple tools and a compelling way of measuring and proving the impact of training on bottom-line results: The Success Case Method (SCM). Filled with examples, illustrations and checklists, the book shares the power of SCM and offers practical step-by-step guidelines for creating SCM projects.

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Telling Training's Story: Evaluation Made Simple, Credible, and Effective by Robert O. Brinkerhoff at AbeBooks.co.uk - ISBN 10: 1576751864 - ISBN 13: 9781576751862 - Berrett-Koehler Publishers - 2006 - Softcover

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What all trainers know in their gut - that training and development is valuable and worthwhile - can be a hard sell to clients and customers who want real proof that training works. In "Telling Training's Story", training evaluation expert Robert Brinkerhoff offers a simple yet compelling way of measuring and proving training's impact for those clients who are focused on bottom-line results: The Success Case Method (SCM).

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