



# How to Set Up and Manage a Corporate Learning Centre

*Samuel A, Mr Malone*

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## How to Set Up and Manage a Corporate Learning Centre Samuel A, Mr Malone

Few corporate initiatives of the last ten years have been more influential in the development of a learning culture at work than the corporate learning centre.

The first edition of Sam Malone's book quickly established itself as the definitive concise guide to best practice. The second edition reflects the lessons learned since that time, along with the developments in learning technology.

Setting up and sustaining a successful centre involves strategic skills such as planning and championing; technical skills, including budgeting, marketing and evaluation; and the people skills of communicating, influencing and managing change. There are chapters in the book for all the stakeholders involved, including the learners themselves. How to Set Up and Manage a Corporate Learning Centre offers definitive advice on all of these areas. Sam Malone demystifies what is a difficult, expensive and long term project for any organization.



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