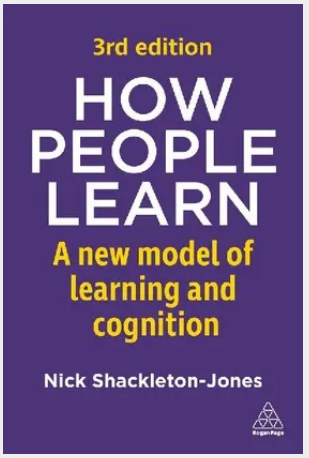
Shackleton-Jones

How People Learn

A New Model of Learning and Cognition



67,20 €
67,20 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398628809
Medium: Buch
ISBN: 978-1-3986-2880-9
Verlag: Kogan Page
Erscheinungstermin: 28.07.2026
Sprache(n): Englisch
Auflage: 3. Auflage 2026
Produktform: Gebunden
Gewicht: 584 g
Seiten: 312
Format (B x H): 161 x 240 mm

Discover how to design learning that actually changes how people think, work and perform.

How People Learn gives mid-career learning and development professionals, educators and instructional designers the tools to create impactful, evidence-based and future-ready learning experiences.

Written by leading L&D expert **Nick Shackleton-Jones**, this updated third edition offers a new paradigm for understanding how to make a difference. Drawing on neuroscience, cognitive psychology, philosophy and first-hand experience designing learning for organizations around the world, this book reveals what truly happens when people learn, and how to use that insight to design training that drives measurable performance improvement.

Built around the proven 5Di model, it shows how to define, design and deploy learning that fits seamlessly into real workflows and supports learning in the flow of work. You'll discover:

- How AI is similar and dissimilar to humans, and what that means for how we teach machines (and humans) to learn - How to create immersive, scenario-based experiences that mirror real-world challenges - How to build user-centered, performance-driven learning solutions that last - Why experience design, not content delivery, is the future of learning - How to change minds and behaviours and why rational argument is almost never the right tool

How People Learn is for psychologists, HR leaders, educators and those of us who are simply interested in understanding what makes people tick. It will help you design learning that inspires, engages and delivers real results.

Themes include: *learning design, L&D strategy, workplace learning, performance improvement, neuroscience, human behaviour, cognitive science, education*

Discover how to design learning that actually changes how people think, work and perform.How People Learn gives mid-career learning and development professionals, educators and instructional designers the tools to create impactful, evidence-based and future-ready learning experiences.Written by leading L&D expert Nick Shackleton-Jones, this updated third edition offers a new paradigm for understanding how to make a difference. Drawing on neuroscience, cognitive psychology, philosophy and first-hand experience designing learning for organizations around the world, this book reveals what truly happens when people learn, and how to use that insight to design training that drives measurable performance improvement.Built around the proven 5Di model, it shows how to define, design and deploy learning that fits seamlessly into real workflows and supports learning in the flow of work. You'll discover:- How AI is similar and dissimilar to humans, and what that means for how we teach machines (and humans) to learn
- How to create immersive, scenario-based experiences that mirror real-world challenges
- How to build user-centered, performance-driven learning solutions that last
- Why experience design, not content delivery, is the future of learning
- How to change minds and behaviours and why rational argument is almost never the right toolHow People Learn is for psychologists, HR leaders, educators and those of us who are simply interested in understanding what makes people tick. It will help you design learning that inspires, engages and delivers real results.Themes include: learning design, L&D strategy, workplace learning, performance improvement, neuroscience, human behaviour, cognitive science, education

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)