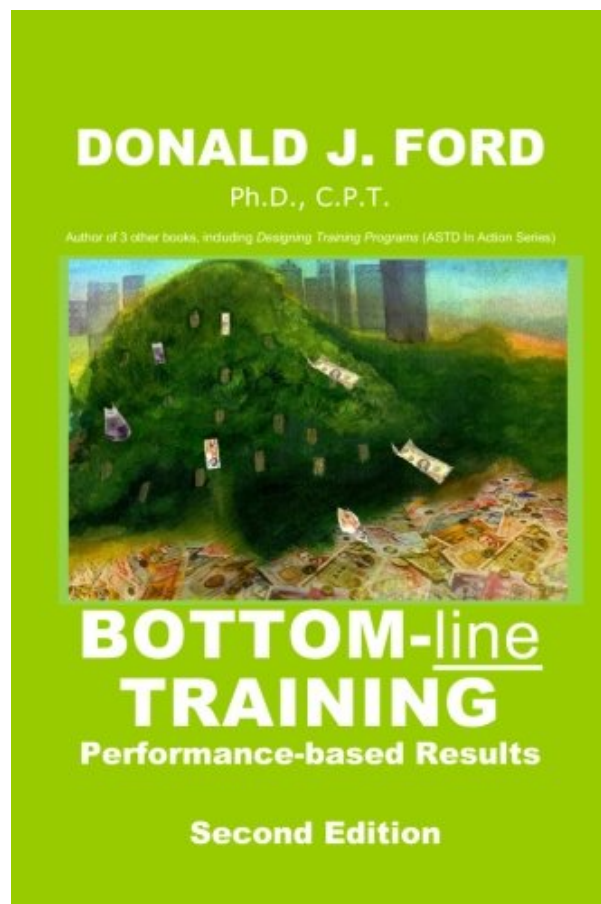


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This classic training textbook delivers the bottom-line results it promises. A must read. -- William Rothwell, Professor, Penn State University, December 2004

About the Author

Donald J. Ford, Ph.D., C.P.T., is a training and performance improvement consultant specializing in instructional design and human resource management. He has worked in the field of human resources for over twenty years. He has developed custom classroom, self-study and web-based training, conducted performance, training needs, competency and job task analyses, facilitated groups, managed improvement projects, taught courses and evaluated results. Dr. Ford holds a B.A. and M.A. in history and a Ph.D. in education, all from UCLA. He has published 35 articles and four books on topics in training, education and management.

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