



# The Business of Corporate Learning

*Shlomo Ben-Hur*

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## **The Business of Corporate Learning** Shlomo Ben-Hur

Corporate learning functions are now an established part of many of the world's leading multinational firms. In this book, Shlomo Ben-Hur demonstrates how corporate learning can and should have an integral, strategic, role in a company. Based on firsthand experience, Ben-Hur provides a practical guide to setting up or restructuring a corporate learning function within a company, covering its seven key activities. He identifies and elucidates the key decision points in this process. But *The Business of Corporate Learning* is much more than a 'how-to' guide. For the first time, this book sheds light on the reasons for success or failure in the strategic deployment of corporate learning. Real-world case studies are used to illustrate the potential pitfalls and demonstrate how – when successfully integrated into the company's strategic management system – corporate learning is able to deliver tangible business results.

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