

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



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**Autor:**

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**Sinopsis**

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This classic book simply and clearly introduces readers to the fundamentals of instructional design and helps them learn the concepts and procedures for designing, developing, and evaluating instruction for all delivery formats. The new edition covers the impact of critical new technologies and the Internet. The book also addresses current design processes used in instructional settings and delivery systems across many curriculum and business areas including Internet-based distance education.