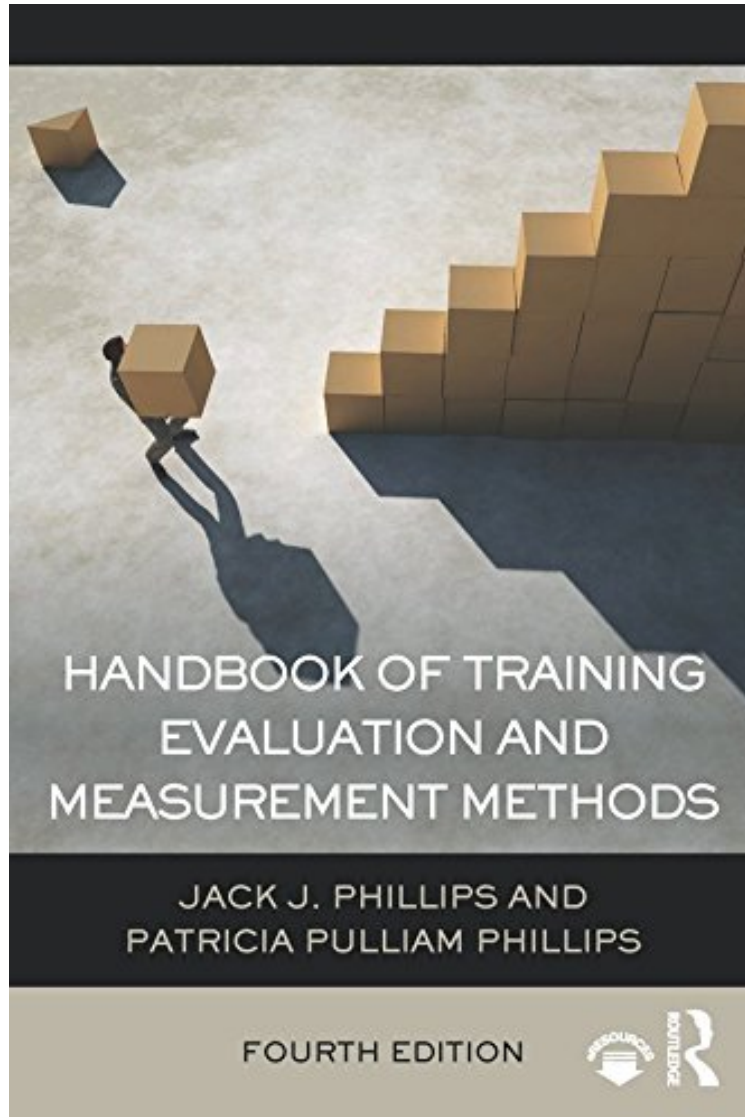


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# Handbook of Training Evaluation and Measurement Methods

*Jack J. Phillips, Patricia Pulliam Phillips*  
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## **Jack J. Phillips, Patricia Pulliam Phillips : Handbook of Training Evaluation and Measurement Methods**

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Handbook of Training Evaluation and Measurement Methods:

Today's economic climate means that anyone involved in training and development must be able to measure its effect on business performance. With a focus on costs, benefits, and return on investment, this book provides a comprehensive reference for those who are learning about or implementing an evaluation system. This new edition is

fully revised and updated to reflect current developments, with step-by-step guidance on a range of vital topics, including: Developing a results-based approach to HRD Evaluation design Data collection and measuring success Calculating program costs and ROI Increasing management support for HRD programs. With end-of-chapter discussion questions and an accompanying online Instructor Guide, this fourth edition provides sound theory and practical solutions. The Handbook of Training Evaluation and Measurement Methods is a complete and detailed reference guide suitable for HRD professionals and students in advanced courses in HRD, training evaluation, and program evaluation.

'Provides the modern HRD professional with a comprehensive system to deliver effective interventions that clearly impact the bottom line. Crucially, it does this in a way that HRD executives can readily understand and then utilize to make future investment decisions.' - Mike Hogben, Head of Learning Technology, EDF Energy, U.K.

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