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Telling Ain't Training Gets Long Awaited Update
*ASTD's all-time best seller contains even more tools
and resources for L&D professionals.*

(Alexandria, VA), June 7, 2011 – The [American Society for Training & Development](http://www.astd.org) (ASTD) announces that the second edition of its all-time best-selling book, ***Telling Ain't Training*** is now available.

When the first edition of *Telling Ain't Training* was published in 2002, the practical, learner-focused book quickly became a favorite with learning and development professionals, as well as school teachers, parents, professors, and anyone else who trains, educates, or instructs. Chockfull of myth-busting research and ready-to-use tools, always delivered in a lighthearted and entertaining style, *Telling Ain't Training* set new standards for the training industry.

This long-awaited new edition has been updated, expanded and enhanced to reflect almost a decade of progress. Fans of [Telling Ain't Training](http://www.astd.org) will be relieved to find that its lively, user-friendly tone has been carefully preserved. In fact, this is a book that faithfully practices what it preaches, engaging the reader from page one and immediately involving them in the first of many try-it-yourself exercises in learning.

This substantially heftier edition covers everything a trainer needs to know to be better, plus:

- Extensive new chapters covering technology and e-learning
- More methods for creating terrific learner-centered training sessions
- Expanded evidence and research to support its approach to adult learning
- Ways to retrofit existing training programs and materials
- Even more in-depth explanations of how the basic principles of adult learning apply
- An extensive index for easy reference
- Additional tools, charts, exercises, illustrations, quizzes, and activities to involve learners.

[Telling Ain't Training](http://www.astd.org) is available from the ASTD Store. Conferences based on the book are also being held in [Boston and Atlanta](http://www.astd.org).

About ASTD

ASTD (American Society for Training & Development) is the world's largest professional association dedicated to the training and development field. In more than 100 countries, ASTD's members work in organizations of all sizes, in the private and public sectors, as independent consultants, and as suppliers. Members connect locally in 125 U.S. chapters and with 20 international partners. ASTD started in 1943 and in recent years has widened the profession's focus to align learning and performance to organizational results, and is a sought-after voice on critical public policy issues. For more information, visit www.astd.org.