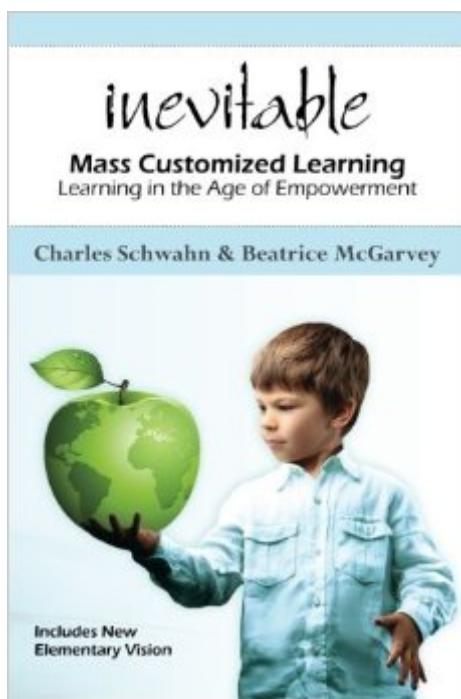


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# Inevitable: Mass Customized Learning: Learning In The Age Of Empowerment (New Edition)



## **Synopsis**

Meeting the individual learning needs of every learner, every hour, of every day although espoused by educators, has only been a dream.....an impossible dream for educators facing student-teacher ratios of 25 to 1. But, alas, it is now a reality....a reality that is hiding in plain sight. Inevitable: Mass Customizing Learning (MCL) describes a detailed vision of how schools can change from the present outdated Industrial Age, assembly line structure to a mass customized learning structure with the capacity to meet the individual learning needs of every learner.....that's every learner, not some, not most, but every learner. iTunes, .com, Verizon, Wikipedia, and Google (to name a few) are doing it right now. They prove to us daily that mass customization is effective and efficient and...well...doable. Let's marry those powerful, customizing technologies with the power mission of educators to personalize learning. Everyone wins. The learner wins. And when the learner wins, so do educators, parents, society, and the economy. Inevitable provides a solid rationale for the structural change, identifies the proven technologies of today that make the vision doable, details the potential MCL has to motivate learners to high achievement, describes teacher roles that are highly professional, and outlines and concretely describes what school systems must do to make MCL a reality. The authors of Inevitable use a "weight bearing wall" metaphor to identify the Industrial Age walls (practices) that prevent us from meeting individual learner needs. Leaders are then shown how new customizing technology walls can replace those Industrial Age walls . . . and the roof will not fall in! Yes, leaders can operate a MCL system and still remain in control! The transformational change of MCL becomes clear, logical, and believable. Mass Customizing Learning is necessary and ..... well.... Inevitable . . . and this book describes how to do it.

## **Book Information**

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## Customer Reviews

This book makes claims about how such personalizing of individual education would vastly improve outcomes, but with no research. Being able to schedule tee times for all the golf courses in a large Arizona city does not translate to adapting our school system. Examples used are anecdotal and best-case scenario. Any possible pitfalls are ignored.

I found the book to be very repetitive. It started out good but after the first chapter it just seemed to say the same thing in a variety of different ways. It could have been done in half of the pages had it been more concise and clear. It had some good things to say but they got lost in all of the repetition.

A great book. We are reading it as a staff. My favorite line so far is "Are we preparing our students for more school or are we preparing them for life? The answer should be both however, we often miss the mark even in our "better" secondary schools in preparing them for life. This book requires you to "think" outside the box and illustrates how other companies/industries have addressed the challenges and opportunities that education has tended to ignore.

This is a must for those who know that the present day educational system has had its day. Easy to read easy to understand well researched and great commentary looking forward to reading the Fieldbook.

If Ms. McGarvey's prescription for American education is "inevitable", the United States will continue its downward plunge in global educational standards. An internet check of schools that are following her recommendations reveals schools that are getting consistently low ratings. McGarvey published her book herself and has been presenting her ideas at teacher conferences, charging a large amount of money. Clearly this author is more interested in lining her own pockets than in improving education.

"Inevitable" makes the argument that an industrial/commercial innovation capturing the power of the internet is equally capable of transforming education into individual learning goals, processes and timelines. Although the book is sometimes repetitive, it is an effective argument for the argument that educators finally have the tools they have argued for for decades - but now must have the will to transform themselves sufficiently to use them, and we as a society must transform educational regulation to allow it.

The authors make a compelling case for abandoning the industrial model of schooling. The text then moves to the game plan for working your school through a systematic transformation towards mass customization. This book emphasizes key leadership principles along the journey. The style is accessible and not preachy. I find the core philosophies to be very inspiring and straightforward. This is a must read.

It is easier to critique than to create. But these authors have conducted careful research and created a blueprint for a visionary new system... one of empowerment... of "differentiation" in curriculum for all students. We have long had policies and practices in place in the educational system which functioned as "gatekeepers" not "facilitators" of knowledge transfer. Technology provides access to education, for all who wish to learn, and technology is free from bias... inviting all students to learn unimpeded by prejudice due to age, socio-economic status, gender, race/ethnicity, etc. Whether or not you agree with the ideas presented, this book will make you think.

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