



# Inevitable: Mass Customized Learning: Learning in the Age of Empowerment (New Edition)

*Charles Schwahn, Beatrice McGarvey*

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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 Inevitable: Mass Customizing Learning (MCL) describes a detailed vision of how schools can change from the present outdated Industrial Age, assembly line structure to a mass customized learning structure with the capacity to meet the individual learning needs of every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, Amazon.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.

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