



## The Importance of Learning Styles: Understanding the Implications for Learning, Course Design, and Education (Contributions to the Study of Education)

*By Ronald R. Sims, Serbrenia J. Sims*

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This book provides a timely review of learning style research. It examines those approaches that purport to promote effective learning. It affirms the need for instructors and trainers to recognize the importance of individual learning differences and to use methods that help create a learning climate which increases the potential learning for all students or trainees regardless of their preferred way of learning.

The ability to understand and to teach to the various learning styles of students is essential to improving the effectiveness of college-level education. In this book, Sims and Sims bring together significant research to aid academics and organizational trainers in understanding and applying learning style research and knowledge to program, course, and class development.

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## **Editorial Review**

### **Review**

?[A]n informative source on how adult learners vary in their learning styles, how learning styles are assessed, and how to communicate accordingly.?-NACADA Journal

### **About the Author**

RONALD R. SIMS is Professor of Business and Director of the MBA Program, School of Business, College of William and Mary.

SERBRENIA J. SIMS is an independent researcher. Together they have contributed numerous works on multiculturalism and higher education, including *Managing Institutions of Higher Education into the 21st Century*, *Student Outcomes Assessment*, and *Diversifying Historically Black Colleges and Universities* (Greenwood Press, 1991, 1992, and 1994 respectively).

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