

getAbstract as a Key Enabler of Learning at General Electric

Access to 15,000+ summaries of business books, articles, video talks and economic reports

Lucerne, August 30th, 2017 General Electric has a long history of innovation. Its future orientation requires employees to constantly keep up-to-date with external leading-edge thinking. Consequently, learning plays a crucial role: Enabling employees to become the very best at what they do is a declared goal of General Electric's prestigious Leadership Center in Crotonville, New York. The company focuses on making learning a daily digital habit. Chantelle Nash, Program Manager, Digital Learning & Engagement, explains how GE has integrated getAbstract: "Our employees receive content that is consistent with other activities in the organization and that reinforces the entire ecosystem of learning, rather than getAbstract being a standalone product." Given the global nature of the business, the company aims at fostering collaboration and knowledge sharing among its employees. getAbstract provides formats that encourage reflection and interaction.



General Electric's prestigious Leadership Center in Crotonville, New York

Essential compressed knowledge at the point of need and the speed of business

getAbstract's mission is to find, expertly compress and provide universal access to critical business knowledge, in a format that people can absorb easily and quickly, allowing them to stay competitive and to become better leaders. Learning without having to spend a lot of time, on-demand access to content based on personal interest and additional awareness of how the content relates back to other initiatives in the company are the main benefits for General Electric of working with getAbstract. Chantelle Nash points out that with getAbstract "learning at GE is going to get even more dynamic and personalized by allowing user-generated content and recommendations based on employees' interests and by capturing and analyzing learner data more effectively." Dedicated learning consultants create customized reading lists and highlight summaries aligned with strategic initiatives.

Picture in high resolution:

https://www.getabstract.com/m-img/General%20Electric_Crotonville.jpg

About General Electric

GE is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry.

About getAbstract

getAbstract was founded in 1999 in Lucerne (CH) and is the world's #1 summary service for non-fiction books, articles, videos and reports. Delivering key insights in concise summaries, we are making millions of users the best-read experts on the business scene. Our library consists of 15,000+ titles across seven languages. With a large network of more than 600 publishing partners, we offer the latest trends in business, leadership, innovation, time management, health & well-being, emotional intelligence, creativity and much more. Our overseas branch office is located in Miami.

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