



For Immediate Release

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Learn eBusiness From Home or Work

ERIE, PA (November 22, 2004) --- eBizITPA at Knowledge Park is introducing a new web-based format for training courses which operates through a standard browser and requires no additional software.

Web-based training courses currently offered include "Internet Marketing and Sales Strategies", and "Reverse Auctions: Buyer Strategy". Beginning in January 2005, the "Introduction to Electronic Document Management" course will also be available in online format.

The new format provides a convenient way for participants to benefit from the same strategic insight previously offered only in live instructor-led classes. "These web-based training courses make the learning process more efficient by using interactive exercises to help reinforce key concepts," according to eBizITPA Outreach Specialist, Mary Bula.

VCR-style controls enable viewers to easily navigate through each web-based course without leaving the home or office computer. Participants are given 24/7 access to a training course for 30 days which enables them to follow their own training schedule at an individualized pace. The new online training courses save viewers from having to travel and miss work while providing them with a valuable learning experience.

The Center for eBusiness and Advanced IT (eBizITPA) is a state-wide Ben Franklin Technology Development Authority initiative designed to help Pennsylvania enterprises understand and use information technology and e-business tools to be more competitive. It is headquartered in Erie, PA and located on the Internet at www.ebizITPA.org.

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