

IS IT TRAINING OR EDUCATION? If education is learning about and training is learning how, then it is rational to suppose that the aim of the multinational firms is learning about. For example, Hamburger University states on its website that, "All training programs begin with one essential ingredient: The Basics of McDonald's Operations". For corporate education the basics is the basics of the corporate's operations.

"But something else must explain the explosion in corporate education. At the current growth rate, corporate learning organizations, now numbering more than 2,000, will exceed the number of traditional universities by 2010. Today's business and government leaders know that to achieve growth and innovation, and to attract and retain the best people, learning is an essential engine of productivity and competitive advantage" (Brakeley, 2005).

If we look at Table 1, we can see that the terms "corporate university" and "corporate education" have smaller frequencies, and when it comes to "corporate training" we get the greatest frequency. Comparing the frequencies of the term "corporate training" with the frequencies of "education" and "corporate education", "corporate training" surpasses all of them.

Table 1

HITS OF SOME WORDS AND CONCEPTS

Search engines	Corporate university	Corporate education	Education	Corporate training	Training
Yahoo	288.000	302.000	513.000.000	2.240.000	372.000.000
Google	123.000	302.000	870.000.000	1.940.000	448.000.000

If we take as an example the article named, "Greater Expectations: How Corporate Education Can Boost Performance?" (Brakeley, 2005) which has been written by Harry H. Brakeley and Jeanne C. Meister, we find that the word "training" has been used more than the word "education". In fact, in the article we see the word "training" 27 times and the word "education" 19 times. In addition, the name of the article is, "Is firm-sponsored education viable?" (Feuer, 1987) and in the abstract of the article we see the word "training" 10 times and "education" only one. If we examine the web-site of Hamburger University founded by McDonalds in 1961, we also see 10 occurrences of the word "training" and one occurrence of the word "education". In a book titled "Distance Learning and University Effectiveness: Changing Educational Paradigms for Online Learning" the concept is used as "corporate education or training" and according to our