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An Utility Based Framework for Evaluating the Financial Impact of Sales Force Training **Programs**

Earl D. Honeycutt Jr., Kiran Karande, Ashraf Attia & Steven D. Maurer

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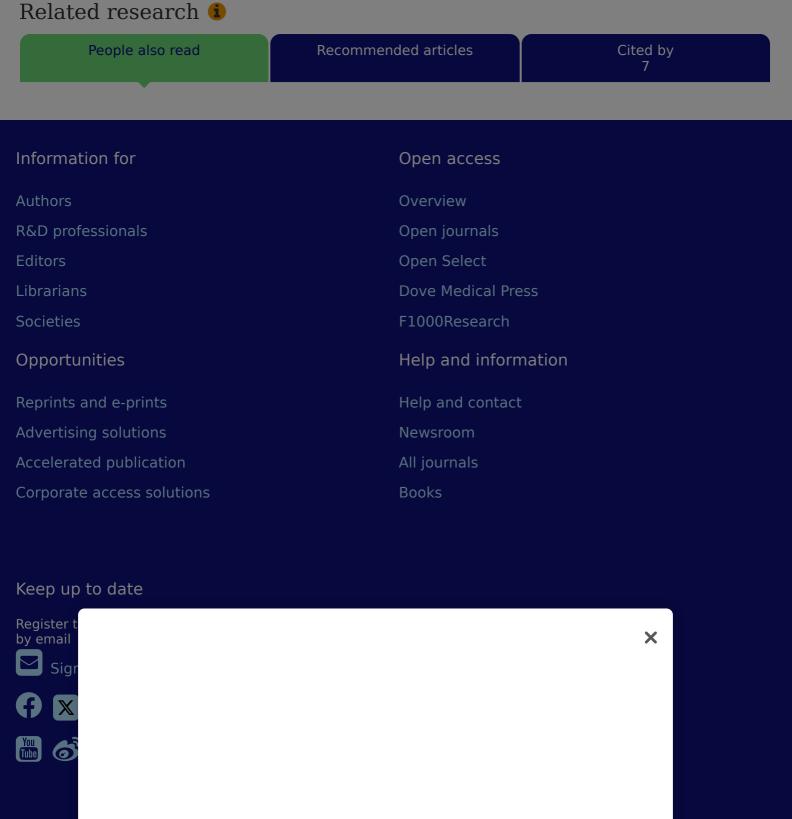
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