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SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	British Journal of Economics, Management & Trade
Manuscript Number:	**2014_BJEMT_10300**
Title of the Manuscript:	**Differences in perceptions among managers, academics, and students of the importance of various aspects of marketing knowledge and skills**

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	**Authors' response to final evaluator's comments**
The paper has improved substantially as decisions are made of the hypotheses. However, hypothesis 4 still does not make sense; perhaps, it needs to be reworded to match the question that the researcher is asking, that is, "Do, in a process of formal education, marketing professionals obtain the necessary skills and training to work quality and solve the situation in the market?" The hypothesis as captured in the manuscript as "In the process of formal education marketing professionals have to obtain the necessary skills and training to work quality and to solve the situation in the market" certainly is not measuring the same aspect. Kindly reword. **Whilst some aspects are edited, further editing is required.** **Otherwise, a better manuscript.**	Hypothesis 4 has been changed. The paper has been edited again.