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SDI FINAL EVALUATION FORM 1.1

PART 1:

Journal Name:	**British Journal of Economics, Management & Trade**
Manuscript Number:	**2014_BJEMT_15807**
Title of the Manuscript:	**PROMOTING INSURANCE PRODUCTS THROUGH PERSONAL SELLING: THE CASE OF A LEADING INSURANCE COMPANY IN GHANA**
Type of the Article	**Original research Article**

PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	**Authors' response to final evaluator's comments**
I think the author did a commendable job addressing the concerns of my evaluation of the paper. I was pleased to see the sentence at the end about how the results of this study would be helpful to insurance companies who want to exploit (I would change exploit to "pursue business opportunities in") the Ghanaian or West African market...	**Suggestions noted and effected. Thanks**