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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**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	**Author's comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Compulsory REVISION comments	**An author has an outstanding merit and interest in his/her field, and accept without revision**	
Minor REVISION comments	minor revision is required	
Optional/General comments		

Reviewer Details:

Name:	**Anonymous**
Department, University & Country	**USA**