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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:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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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, yes well done. I believe that the paper shows promise when the author is ready to revise the paper according to the issue resolutions reviewer proposal.	Noted and corrected
Optional/General comments		