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# REAL RECOGNITION RADIO

with Roy Saunderson & S. Max Brown every Tuesday at 1:00 et.



*The show that is all about building relationships, inspiring greatness and creating a workplace where people can thrive.*

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## Real Recognition Radio Archives Available

June 01st 2010: The ROI of Recognition

Real Recognition Radio welcomes Dr Jack Phillips. Dr Phillips is the chairman and co-founder of the ROI Institute, and was named one of the 25 Most Influential People in the Meetings and Events Industry. You will learn how simple, cost effective, and important measuring return on investment for your recognition program can be. Join us next Tuesday to learn how to turn your intangibles to tangible dollars and cents.

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Archives Available on VoiceAmerica Business Channel

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## Featured Guest



### Jack Phillips

Dr. Phillips, Chairman and co-founder of the ROI Institute, was named as one of the 25 Most Influential People in the Meetings and Events Industry, by Meeting News, based on his work on ROI. He is a world-renowned expert on accountability, measurement and evaluation. Jack provides consulting services for Fortune 500 companies and major global organizations in 52 countries in North and South America, Europe, Africa, Australia, and Asia. He is the author or editor of more than 50 books, including his latest works with his co-author and wife, Dr. Patti P. Phillips, *The Consultant's Guide to Results-Driven Business Proposals: How to Write Proposals That Forecast Impact and ROI, and Measuring f*

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