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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

**September 07th 2010: Training and Educating Employee Recognition Practices**

Why are managers having such difficulty giving effective recognition? Real Recognition Radio invites Paul Nolan, editor of SalesForceXP magazine, and Lorri Freifeld, editor-in-chief of Training and Sales & Marketing Management magazines to discuss the fine points of training managers to dispense genuine recognition that produces results. Tune in to deconstruct recognition and discover the different methods of recognition training and education that leads to better business practices!

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## Featured Guests



### Lorri Freifeld

Lorri Freifeld is the editor-in-chief of Training and Sales & Marketing Management magazines, owned by Lakewood Media Group. A writer/editor for the last 17 years, she has held editing positions at a variety of publications, including License! Global, Global Cosmetic Industry, BFIA, KPMG Consumer Markets Insider online news service, EyeWear magazine, and Chief Executive magazine. She holds a bachelor's of science degree from St. John's University and a master's degree in journalism from New York University.

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### Paul Nolan

Paul Nolan has been writing about motivating people in the work force for 20 years, including the last eight years as editor of SalesForceXP magazine, a bimonthly publication that helps sales managers get extra performance from their sales teams. SalesForceXP writes in-depth about sales incentive and recognition programs, sales training initiatives, and how to create successful off-site sales meetings and events. You can find out more and register for a free subscription at SalesForceXP.com.

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