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it to customers. The book's central tool is the Success Case Method (SCM), and although the SCM is rigorous enough to convince even the harshest skeptic, it's also easy to understand.

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in their gut - that training and development is valuable and worthwhile - can be a hard sell to clients and customers who want real proof that training works. In "Telling Training's Story", training evaluation expert Robert Brinkerhoff offers a simple yet compelling way of measuring and

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