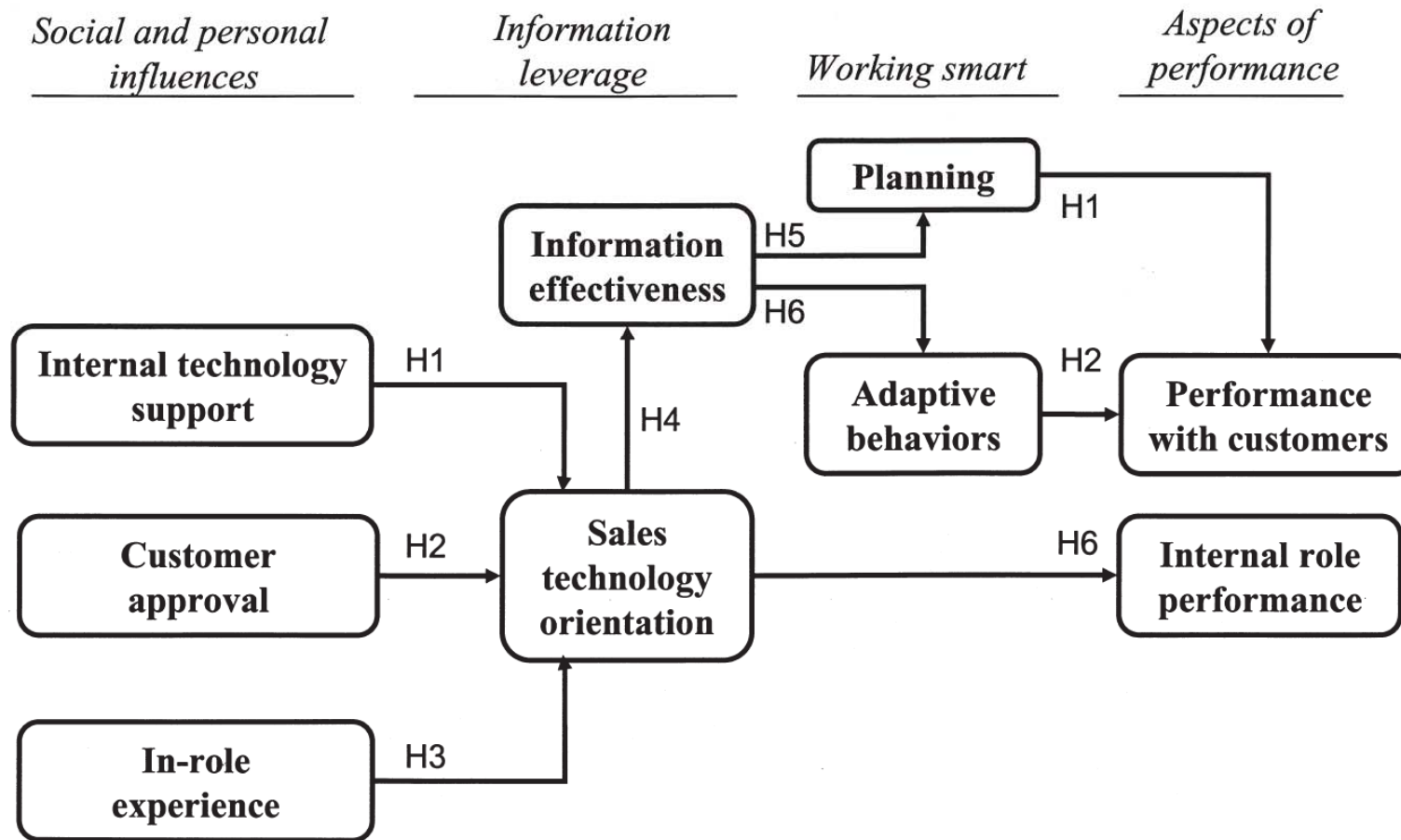


Figure 1
Conceptual Model of Effects of Sales Technology Orientation



Hunter, Gary K. and William D. Perreault, Jr. (2006),
 "Sales Technology Orientation, Information Effectiveness, and Sales Performance,"
Journal of Personal Selling and Sales Management, 26, 2 (Spring), pp. 95-113, lead article.

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