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List of Abbreviations

I. General terms

American Productivity & Quality Center (APQC)
 American Society for Training & Development (ASTD)
 computer-based training (CBT)
 customer satisfaction index (CSI)
 electronic distance learning (EDL)
 IESE
 INSEAD
 Keilty, Goldsmith & Company (KGC)
 KSA (knowledge, skills, and attitudes) Model
 return on investment (ROI)

II. Company-specific terms

Andersen Worldwide

Partner Development Program (PDP)

General Electric (GE)

CI & CII reviews

Corporate Research & Development (R&D)

BOCA

Business Management Courses (BMC)