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Sommario/riassunto   Designing and implementing performance metrics that support Army goals requires analysis of how different metrics would affect recruiter behavior and, in turn, recruiters' contributions toward achieving the Army's goals. The authors evaluate traditional performance metrics, such as number of contracts signed per month per recruiter, and find

that they do not adequately measure recruiter effort, skill, and productivity. They then develop a ""preferred performance metric"" that takes into account the difficulty of recruiting different types of youth in various markets. Using a performance metric