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Babette E. Bensoussan is an internationally esteemed leader in the field of Competitive Intelligence (CI) and Strategy. Her credentials are built upon a long-standing series of outstanding achievements, both business and academic. She is Australia's only awarded CI professional and is one of the most published business authors.

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Babette E. Bensoussan (Author of Analysis Without Paralysis)

Babette Bensoussan is an author and competitive intelligence specialist, who has written several books on competitive intelligence and analysis. She runs a consulting firm based in Sydney, Australia, The MindShifts Group Pty. Ltd.

Babette Bensoussan - Wikipedia

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Babette E. Bensoussan is managing director of the MindShifts Group, a strategic planning consultancy. Craig S. Fleisher is a management professor at the University of Windsor, Canada. Summary

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About the Author Babette E. Bensoussan (West Chatswood, Australia) is Managing Director of the MindShifts Group, a company specializing in competitive intelligence. She is widely recognized and sought after for her expertise in competitive analysis and has consulted with clients from Fortune 500 companies.

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