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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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Bensoussan was a founder and vice-president for the Society of Competitive Intelligence Professionals (SCIP) in Australia, a member of the Journal of Competitive Intelligence and Management and Competitive Intelligence Review editorial boards. She has taught undergraduate, MBA and executive courses on competitive analysis and intelligence at the Sydney

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Babette E. Bensoussan (Author of Analysis Without Paralysis)
Babette E. Bensoussan is best known as an international specialist in strategy and competition, and as founder and director of The MindShifts Group. With an excellent breadth and depth of knowledge she has undertaken major studies for and consulted to Australian and Global Fortune 500

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