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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.

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About the Authors 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.

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