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(www.dragonflysci.net) Bleibaum is co-author of Sensory Evaluation Practices, Fourth Edition (2012), A Practical Guide to Comparative Advertising: Dare-to-Compare (est. 2018), previous Chair of ASTM International, Committee E-18 on Sensory Evaluation, has received five ASTM awards for contributions and the Award of Merit, has spoken at numerous professional events,

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