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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

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Sensory evaluation techniques by Morten Meilgaard, Morten C. Meilgaard, Gail Vance Civille, B. Thomas Carr, 1991, CRC Press edition, in English - 2nd ed.

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