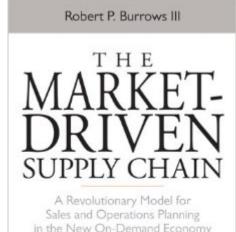
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The Market-Driven Supply Chain: A Revolutionary Model For Sales And Operations Planning In The New On-Demand Economy



in the New On-Demand Economy



Forewords by LORA CECERE, Supply Chain Insight and GREGOR P. HACKETT, Founder, The Hackett Group



Synopsis

Customer demands for individual attention and specialized products are transforming commerce at every stage--including the supply chain. Today's highstakes economy requires dynamic, market-savvy sales and operations planning (S&OP) to keep pace with accelerating service demands and response times.

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