

# The market-driven supply chain: a revolutionary model for sales and operations planning in the new on-demand economy

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## Abstrak

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. It's not as daunting as it sounds with the tools, tips, and case studies in "The Market-Driven Supply Chain". This practical yet expansive book helps organizations transition from outdated supply-driven processes to new market-driven models. Readers learn how to: use robust analytics for conducting value segmentations and simulation analyses; develop a customer-centric culture and a collaborative organizational structure; and dynamically rebalance the inventory mix to improve capacity and reduce costs. Retool 26 management processes to achieve market-savvy S&OP Unlike other books that focus on only supply chain strategies or S&OP or lean manufacturing, this book's sophisticated approach unifies all three areas, and it's the only one to explain how to operate in today's on-demand environment.