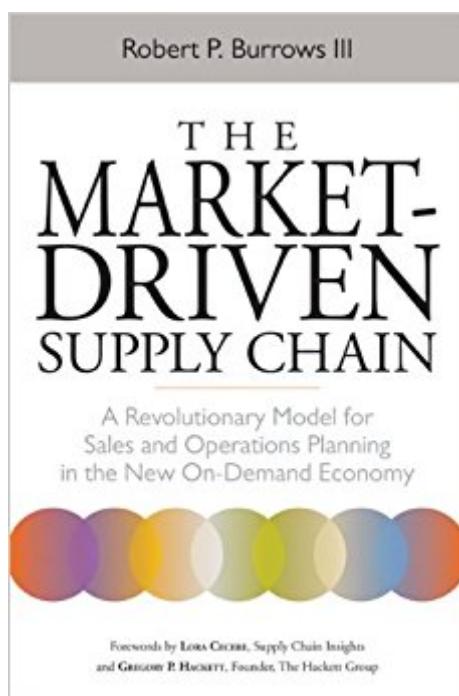


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# The Market-Driven Supply Chain: A Revolutionary Model For Sales And Operations Planning In The New On-Demand Economy



## 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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