



Demand-Driven Supply Chain Management: Transformational Performance Improvement

Simon Eagle

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Many companies are moving from traditional forecasting (forecasting push) to demand-driven. Demand-driven can be applied in all supply chain configurations. It is an 'end to end' supply chain replenishment process. Only in the last three years or so has demand-driven begun to challenge 'forecast push'. ***Demand-Driven Supply Chain Management*** is the 'go to' source for industry supply chain/operations executives and students because it describes, in a readable but rigorous manner, the 'what, how and why' of the demand-driven SCM process. The key themes in the book are: what is demand-driven; why demand-driven is the correct way to manage a supply chain; how to operate a demand-driven supply chain; and how to adopt the demand-driven process in your company.

Demand-Driven Supply Chain Management includes real-life case studies and examples from the author's direct experience of working with large global companies alongside illustrations and diagrams. It includes chapter summaries to aid comprehension and a comprehensive reading list and bibliography to facilitate further reading.

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