



**Demand Management Best Practices: Process,  
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Management Series) (J. Ross Publishing Integrated  
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*Colleen Crum, George E. Palmatier*

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Demand Management Best Practices outlines an effective demand management model process tied to an integrated business process that will give your organization a competitive edge. The book helps you effectively respond to ever-increasing expectations for improved supplier delivery performance, product availability, and responsiveness and ongoing pressure from shareholders and stock market analysts to produce promised sales revenue and profit margins. It presents solutions for improving overall business performance for the end-to-end supply chain, shows you where to focus your time and attention to improve demand management processes, and discusses what results to expect. The authors provide insights on how to apply best practices in developing a forecast and demand plan, reducing uncertainty of demand, reaching consensus internally, and collaborating with customers and suppliers within the supply chain.

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