



Demand Management Best Practices: Process, Principles, and Collaboration (Integrated Business Management Series) (J. Ross Publishing Integrated Business Management Series)

By Colleen Crum, George E. Palmatier

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This comprehensive book provides best practice solutions that will improve overall business performance for supply chain partners and all functions within a company impacted by the demand management process. It provides perspectives on realistic expectations from a demand plan and how decisions on balancing supply and demand are most effectively made.

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Editorial Review

Review

"This is as complete a study that has ever been done on product forecasting. For the first time, there is a place to go to discover the issues and nuances of demand management." - Mike Campbell, President and CEO, Demand Management, Inc.; "Demand Management has become a critical business process and an increasing number of companies are focusing on developing demand management. Why? Customer retention and company financial performance depend on it. Demand Management Best Practices presents solutions for improving overall business performance for the end-to-end supply chain and all functions that are impacted by the demand management process. The authors show you where to focus your time and attention to improve demand management processes and discuss what results to expect. This book demonstrates how an effective demand management process contributes to sales revenue growth, lower inventories and increased profit margins. It presents fundamentals for developing more reliable forecasts and schedules and shows how to build the successful relationships and skills needed for collaborative forecasting and scheduling. The authors provide case examples that illustrate the concepts, principles and best practices of demand management that can give your company a competitive edge." -Joel D. MacClaren, The Business Times

About the Author

Crum is a leading consultant with Oliver Wright Companies.

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