



The Market-Driven Supply Chain: A Revolutionary Model for Sales & Operations Planning in the New On-Demand Economy

Robert P. Burrows III

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Customer demands for individual attention and specialized products are transforming commerce at every stage—including the supply chain. Today's high-stakes 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 This practical yet expansive book helps organizations transition from outdated supply-driven processes to new market-driven models.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
- 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.



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