

Demand Management Best Practices



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出版者:J Ross Pub

出版时间:2003-5

装帧:HRD

isbn:9781932159011

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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