

New! An Important Book by Leading Experts

Enterprise Sales and Operations Planning

*Synchronizing Demand, Supply
and Resources for Peak Performance*

By: George E. Palmatier with Colleen Crum
Oliver Wight Companies

From the **J.Ross Publishing Integrated Business Management Series**
Co-published with APICS

Operational excellence cannot be achieved by technology alone. An effective sales and operations planning process is essential to successfully implementing any integrated management system, such as enterprise resources planning or supply chain management.

Sales and operations planning (S&OP) is an integrated business management process involving the entire management team of a company. When correctly implemented, it enables the decision-making required to ensure both responsiveness to the marketplace and the attainment of financial goals.

Enterprise Sales and Operations Planning illustrates the effective real world implementation of this powerful process. The book is written as a case narrative with an instructional style that managers can relate to. These experienced authors address decision-making issues from the manager's perspective for each functional area within an enterprise. This approach provides keen insights into the synchronization of resources, demand and supply, giving the reader a clear path to achieving superior profits and competitive advantages.

About the Authors

George Palmatier, a leading consultant with Oliver Wight Companies, was one of the early pioneers in the development and evolution of the sales and operations planning process. This veteran with more than 30 years of experience, was a major contributor to the first book on Sales and Operations Planning entitled *Orchestrating Success*. He was also lead author of the ground breaking bestselling book on demand management entitled *The Marketing Edge*.

Colleen Crum, a leading consultant with Oliver Wight Companies, has helped companies implement sales and operations planning and demand management for many years. She is an experienced editor and author and has also developed teaching curriculum on forecasting and demand management.

Key Features

- Illustrates how sales and operations planning can improve operational performance, including on-time customer deliveries, inventory control, quality and profits
- Explains how people and processes, not just technology, ensure success
- Demonstrates how to implement the mechanics of S&OP to improve a company's top line revenue and bottom-line performance by linking strategy to execution
- Describes how S&OP can be used successfully to anticipate downturns and upturns in business, so that companies can consistently achieve their financial goals
- Shows how companies using this method have improved execution of business strategies, which leads to increased market share and shareholder value
- Provides keen insights into ensuring that resources, supply and demand are synchronized to achieve superior profits and competitive advantages.

Enterprise Sales and Operations Planning

\$49.95, 280 pages

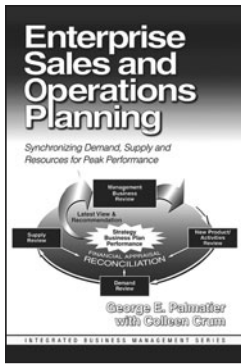
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