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Titolo	Managing the demand-supply chain [[electronic resource]] : value innovations for customer satisfaction / / William E. Hoover, Jr. ... [et al.]
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Descrizione fisica	1 online resource (271 p.)
Collana	Wiley operations management series for professionals
Altri autori (Persone)	HooverWilliam E., Jr.
Disciplina	658.7/2
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Managing the Demand-Supply Chain; Contents; Chapter 1: Introduction; Chapter 2: Demand and Supply Chains-The New Supply Chain Management; Chapter 3: Value Thresholds and Traps; Chapter 4: Reshaping Your Value Offering-How to Do It; Chapter 5: Excellence through Demand-Supply Chain Management; Chapter 6: Operational Effectiveness-Know Your Own Demand Chain; Chapter 7: Microcosms-Collaborate to Implement Effectively; Chapter 8: Managing Information Technology-How to Stretch Your Business to Its Full Potential Chapter 9: Information Technology Value Capture-Linking IT Seamlessly to Business OpportunityChapter 10: Wireless Communication Revolutionizes the Demand-Supply Chain; Index
Sommario/riassunto	A proven,innovative approach to meeting customer demand Combining an intensive focus on customer/marketplace demands with innovative technology tools developed to execute demand chain planning, Managing the Demand-Supply Chain sets forth a powerful new model for fulfilling customer demand in the best possible way. Four of the world's leading demand chain researchers and implementers demonstrate how select high-tech companies, such as Nokia and Dell,

have used the demand chain approach to differentiate their value offerings and delight their customers. The authors intro
