



Demand Driven Supply Chain: A Structured and Practical Roadmap to Increase Profitability

By Paulo Mendes

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This book aims to identify and describe the practical key components of demand driven supply chains, and based on these components, develops a structured and integrated assessment framework that companies can use to assess their current and desired future supply chain states in light of the *Demand Driven Supply Chain* (DDSC) concepts. Another contribution of the book is the structured framework developed to design a supply chain strategy, which will consider the DDSC assessment results as one of the key inputs, and will support the implementation of the opportunities identified during the assessment.

The framework presented in this book was applied in different supply chain operations of a global CPG company to validate the methodology and formalize an action plan to allow these operations move towards a DDSC. Results show clear opportunities to improve supply chain operation and become more demand driven.

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- Sales Rank: #3917526 in Books
- Published on: 2011-07-19
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x .60" w x 6.10" l, .95 pounds
- Binding: Hardcover
- 185 pages

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About the Author

Paulo Mendes de Oliveira Junior, graduated in Nautical Sciences and Machinery from the Merchant Marine School in 1992. Has a Ph.D. in Industrial Engineering from Catholic University, a Master of Science degree in International Logistics from the Georgia Institute of Technology, and a Master of Science in Industrial Engineering from Catholic University. Postgraduate in Marketing and in Management from Instituto de Administração e Gerência of Catholic University, and in Finance from Escola de Pós-Graduação em Administração Financeira (EPGE) of FGV/RJ. Has global operational experience in the areas of Commercial, Logistics, Procurement and Supply Chain Planning (Demand, Inventory and Operations & Production Planning).

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