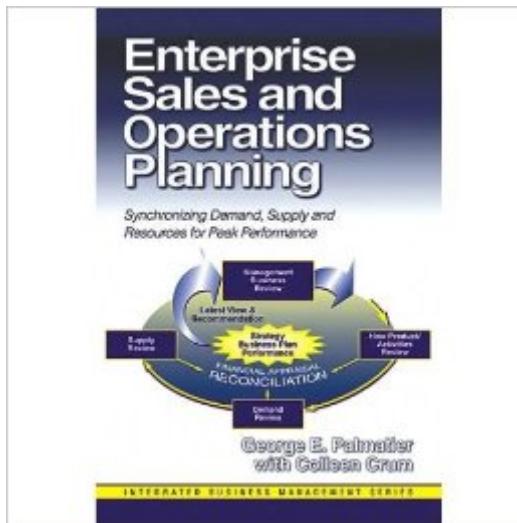


The book was found

Enterprise Sales And Operations Planning: Synchronizing Demand, Supply And Resources For Peak Performance (J. Ross Publishing Integrated Business Management Series)



Synopsis

Operational excellence cannot be achieved by technology alone. An effective sales and operations planning process is essential to successfully implementing any integrated management system. Enterprise Sales and Operations Planning illustrates the effective real-world implementation of this powerful process.

Book Information

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Customer Reviews

Never before has the subject of S&OP been presented in a novel-like style that highlights the people issues involved in a cross-functional implementation. The authors did well to present real issues in bringing about what they refer to as "organized common sense" within the context of a hypothetical company with players comprising almost every function in an enterprise. This book provides insight into real challenges and issues in implementing S&OP. If you are looking for a 'How To' book, best you look at other literatures on the subject that deals with the details. This one gives you the 'whys' and 'why nots' of S&OP ... ideal primer for executive management.

expectation was on a book that fully get into the process. however is just a novel that merly goes on the surface of what an S&OP implementations requires. Perhaps would be a "good" book for someone with no experience, in that case price should at least half.

Written in a story-like way, this book simply puts the S&OP methodology so even the less

business-like minded of us can understand. I first read it via my work library, but loved it so much I purchased it to add to my personal resources. Well worth the price!

Nice novel, but I was expecting a little more detail, most of the book focus on Demand side and very little on supply side.

This book does a good job of describing what S&OP is and how it should be implemented. The book does a great job of showing how the "people" component of implanting the process is very key. I have two issues with it:1. The book is presented as a fictional novel, however it definitely could have used the services of someone who writes in that style for a living. Just not well written, even when compared with another business book written in that style, "The Goal" by Goldratt (a fantastic book, by the way)2. More seriously, and maybe this was intentional, the consultant depicted in the story is extraordinarily arrogant, and I have worked with some real doosies before. I would have fired him early on ... One example is on pages 99-100 where he basically calls the business leader an idiot and tells him sorry, if he doesn't like it, go find someone else. This is never the way to treat a client, especially one who is really trying to do the right thing. Factual explanations or thoughtful, leading questions in a friendly tone are always more effective. In all, a good book that tries to make a story format work. A better writer with a more thoughtful approach to the complex relationship between advisor and client and it would have been great.

The book very thoroughly explains the principles of Sales and Operations Planning in a very interesting manner - that of a novel.

Excellent story that sheds light on a powerful process.

I don't really like how this book is writing, it's like the author is explaining story that is really boring, I will not recommend this book to anyone.

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