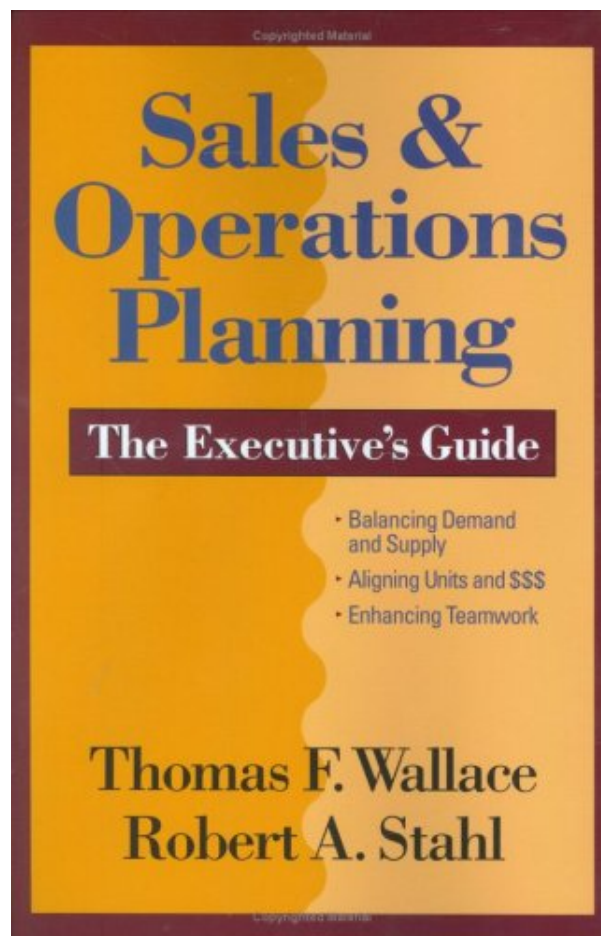


SALES & OPERATIONS PLANNING: THE EXECUTIVE'S GUIDE BY TOM WALLACE & BOB STAHL



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Thanks to Executive S&OP, we now have more control of the business because we have the visibility required in order to be proactive versus reactive. --Phil Dolci, Vice President and General Manager, Sanford/Sharpie, Division of Newell-Rubbermaid

We now have our entire management team talking every month about what might happen 6 - 12 - 18 months out into the future and validating or modifying our plan. Wow! Why didn't we always do it this way?! --Roger Lindgren, President & CEO, V&M Star, Division of Vallourec & Mannesmann Tubes

The various functions on my staff all have a seat at the table. They're all part of the process; they see the realities; the debates are open; and everyone walks out with an agreed-upon set of action items. --Jim Fitterling, Global Business Vice President, Dow Chemical Company

About the Author

Tom Wallace is a writer and educator specializing in sales & operations planning, sales forecasting, and demand management. Tom is a distinguished fellow of The Ohio State University's Center for Operational Excellence and currently writes and speaks in conjunction with the Institute of Business Forecasting. He is the author of twelve books, including Sales & Operations Planning: The How-to-Handbook. Bob Stahl has spent the last 30 years as a practitioner and consultant developing leading edge processes for manufacturing, logistics and supply chain management. He is a teacher, writer, and consultant with an extremely strong track record of success. Bob has worked with many of the world's leading corporations and is the co-author of Building to Customer Demand, Sales Forecasting: A New Approach, Sales & Operations Planning: The Self-Audit Workbook and Master Scheduling in the 21st Century.

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