



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

By George E. Palmatier, Colleen Crum

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George Palmatier and Colleen Crum deliver this practical business concept in a fashion that is easy to understand and digest. -- *Bill Walton, Director of Marketing, Flowserve*

This book masterfully explains both the fundamentals and the intricacies for properly and completely implementing sales and operations planning. -- *Sam Beaird, Principal Consultant, Kirby Associates*

This book puts sales and operations planning into context. It is a must read! -- *Roger Brooks, Author of Inventory Record Accuracy*

### **About the Author**

George Palmatier, a leading consultant with Oliver Wight, 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 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 best selling book on demand management entitled *The Marketing Edge*. Oliver Wight is recognized as the leading manufacturing consulting firm in the world. Many of the previous best-selling books developed by this firm are now considered classics or seminal works in the field. Colleen Crum, a leading consultant with Oliver Wight, 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. Ms. Crum is a sought after speaker and active member of APICS and numerous other leading associations.

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