



Bricks Matter: The Role of Supply Chains in Building Market-Driven Differentiation

Lora M. Cecere, Charles W. Chase Jr.

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Get proven guidance to build a market-driven supply chain management system

Supply chain management processes have gradually shifted from a supply-driven focus to a demand-driven one in order to better synchronize demand and supply signals. *Bricks Matter* shows you how you can identify market risks and opportunities and translate these into winning tactics. Business cases highlight how business leaders are winning through market-driven approaches.

- Helps you understand how to apply the emerging world of predictive analytics for the better management of value networks
- Includes business cases illustrating the market-driven approach
- Reveals how businesses can identify market risks and translate these into supply-side tactics

As companies transition from demand-driven to market-driven approach, the focus in organizations shifts from one of vertical excellence to building strong market-to-market horizontal processes. Improve revenue by increasing market share, improve profit margins, and maintain high levels of customer service with the indispensable guidance found in *Bricks Matter*.

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