



Orchestrating Success: Improve Control of the Business with Sales & Operations Planning

Richard C. Ling, Walter E. Goddard

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The authors present a dynamic approach to effectively link sales and marketing planning directly to the operations side of a business. Demonstrates how to create a connection between a company's business plan and each department's operations, accurately anticipate changes in customer's needs and significantly improve a firm's competitive position with an enhanced level of customer satisfaction.

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