## **Contents**

Chapter 1:	Introduction	1
Chapter 2:	Demand and Supply Chains—The New Supply Chain Management	7
Chapter 3:	Value Thresholds and Traps	37
Chapter 4:	Reshaping Your Value Offering—How to Do It	69
Chapter 5:	Excellence through Demand-Supply Chain Management	87
Chapter 6:	Operational Effectiveness—Know Your Own Demand Chain	127
Chapter 7:	Microcosms—Collaborate to Implement Effectively	153
Chapter 8:	Managing Information Technology—How to Stretch Your Business to Its Full Potential	185
		χi

## 

Chapter 9:	Information Technology Value Capture— Linking IT Seamlessly to Business Opportunity	197
Chapter 10:	Wireless Communication Revolutionizes the Demand-Supply Chain	227
Index		245