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CONTACT: Carmela Mayson

203-873-9349

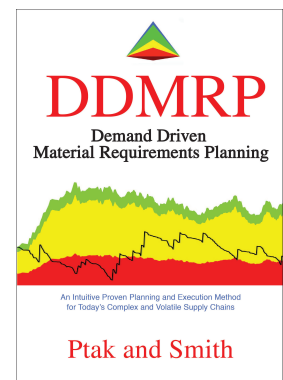
cmayson@industrialpress.com

## **Demand Driven Material Requirements Planning (DDMRP)**

*"This book is the ultimate reference for this new way of life across a dynamic adaptive supply chain."*

— Dick Ling S&OP Consultant  
and Author of *Orchestrating Success*

In 1964, as a response to the Toyota Manufacturing Program, material requirements planning (MRP) was developed. By 1975, MRP was implemented in 700 companies, and this number had grown to about 8,000 by 1981. MRP changed the world of manufacturing forever. But times have changed: customer tolerance times are much shorter, product variety and complexity have increased, and supply chains have spread around the world. MRP is dramatically failing in this "New Normal."



Demand Driven Material Requirements Planning (DDMRP) is a practical, proven, and emerging method for supply chain planning and execution that effectively brings the 1960s concept into the modern era. And Carol Ptak and Chad Smith's new book *Demand Driven Material Requirements Planning (DDMRP)* (Industrial Press; July 2016; \$69.95) is the most complete, authoritative work on this emerging methodology on the market today.

DDMRP represents the future of planning in today's complex and volatile supply chains. Inherent flaws in the traditional planning approaches are exposed and resolved for modern-day adaptive supply chains. With the Demand Driven Adaptive Schema and the pivotal position of Demand Driven Sales and Operations Planning, this is not just a better way to plan, it is a better way to run an organization in the current hyper-competitive environment.

With the development of DDMRP and now the writing of this book, Ptak and Smith have broken through common practice to bring common sense to supply chain management. For companies facing variability and uncertainty across the supply chain, where the future is looking too much like the past, this book holds the answer.

— more —

## FEATURES

- A clear, concise, and compelling explanation of the breakdown of conventional planning systems.
- Immersive and extensive examples that bring DDMRP to life across multiple industries, including vertically integrated supply chains, fast-moving consumer goods (FMCG), heavy fabrication and assembly, and retail and wholesale distribution.
- Over 300 graphical figures enhance the explanations of key concepts.

Using an innovative multi-echelon “Position, Protect, and Pull” methodology, Ptak and Smith, world-renowned leaders in the fields of MRP, Theory of Constraints (TOC), Quality Improvement, and Supply Chain Management, explain how to plan and manage inventories and materials in today’s more complex supply scenarios. DDMRP is already in use by many Global 1000 companies. *Demand Driven Material Requirements Planning (DDMRP)* is the definitive work on DDMRP, and it will be required as courseware for all those taking the Certified Demand Driven Planner (CDDP) Program.

## ABOUT THE AUTHORS

**Carol Ptak, CFPIM, CIRM**, is a partner with the Demand Driven Institute, and was most recently at Pacific Lutheran University as Visiting Professor and Distinguished Executive in Residence. Ptak is a past president of APICS, and has authored several books on MRP, enterprise resource planning (ERP), Lean, and TOC.

**Chad Smith, CDDP**, is a co-Founder and Partner at the Demand Driven Institute, and co-Founder and Managing Partner of Constraints Management Group (CMG), a leading implementer of demand driven operational systems for mid-range and large manufacturers and supply chains. Smith has co-authored and contributed to several books on MRP, TOC, and demand driven performance.

### *Demand Driven Material Requirements Planning (DDMRP)*

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