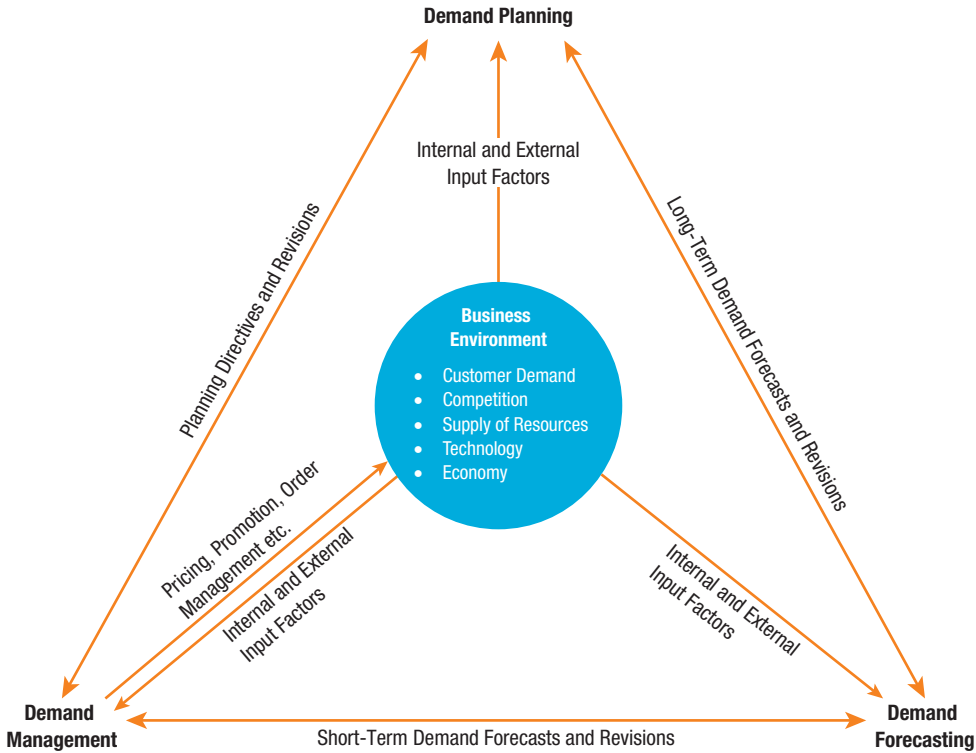FIGURE 12.1: Demand-Management Process