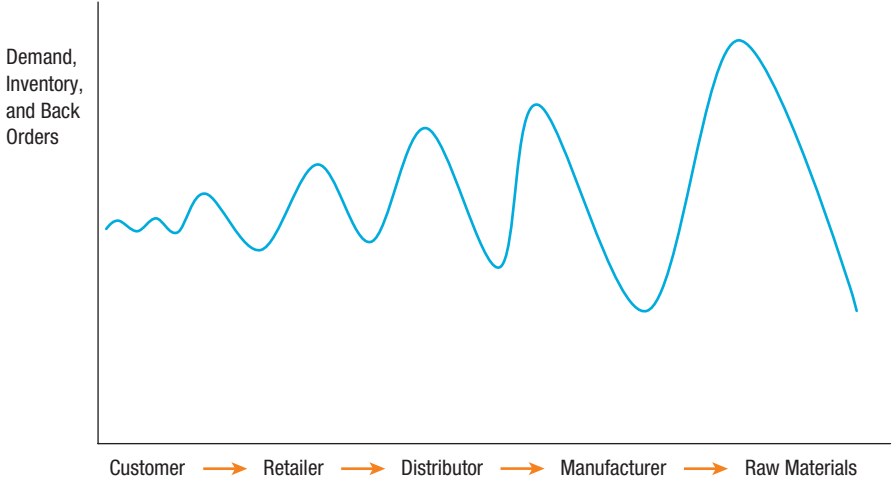FIGURE 15.4: The Bullwhip Effect