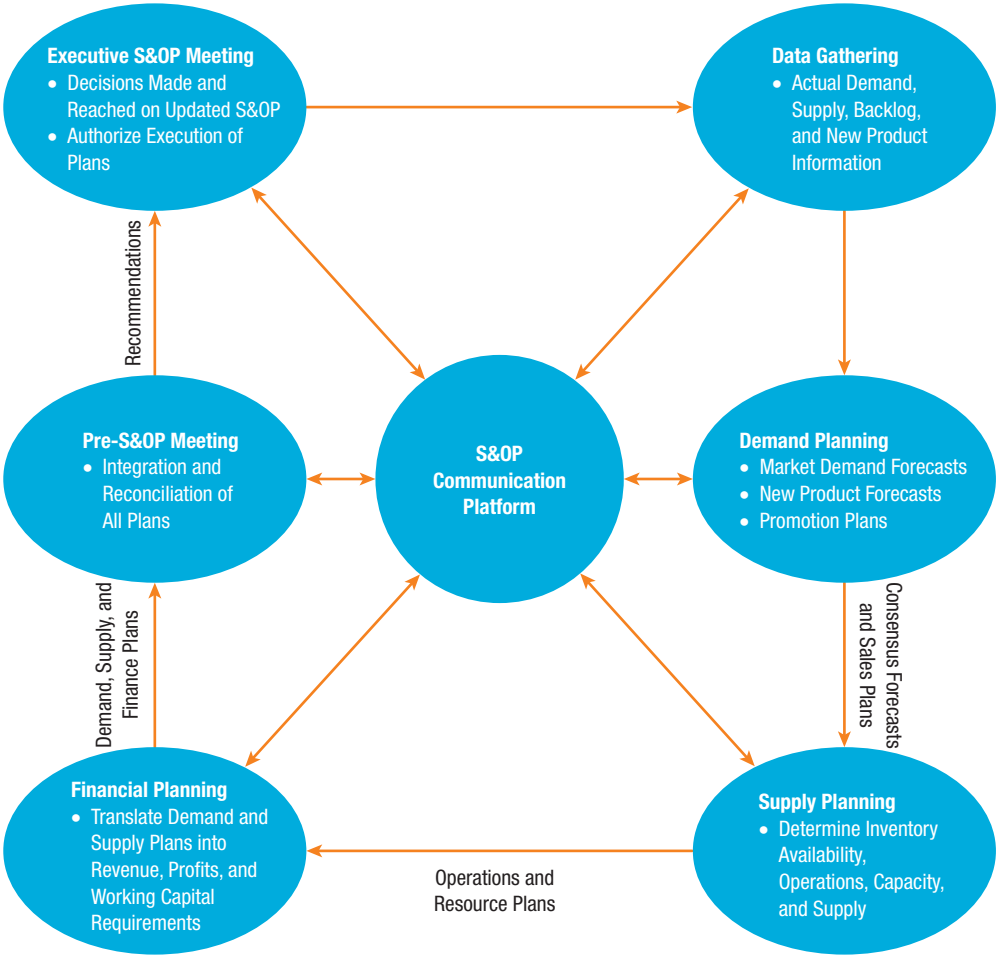FIGURE 17.2: Sales and Operations Planning Process Framework