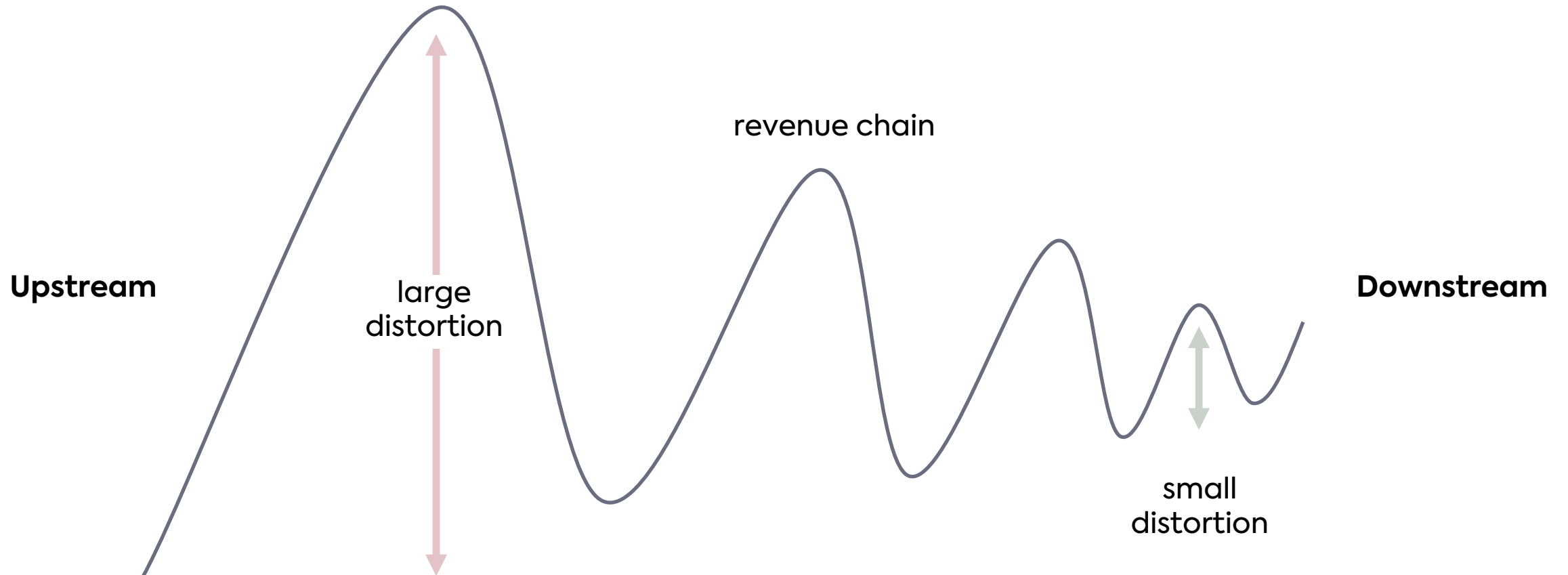


# The bullwhip effect in revenue chains

# The bullwhip effect

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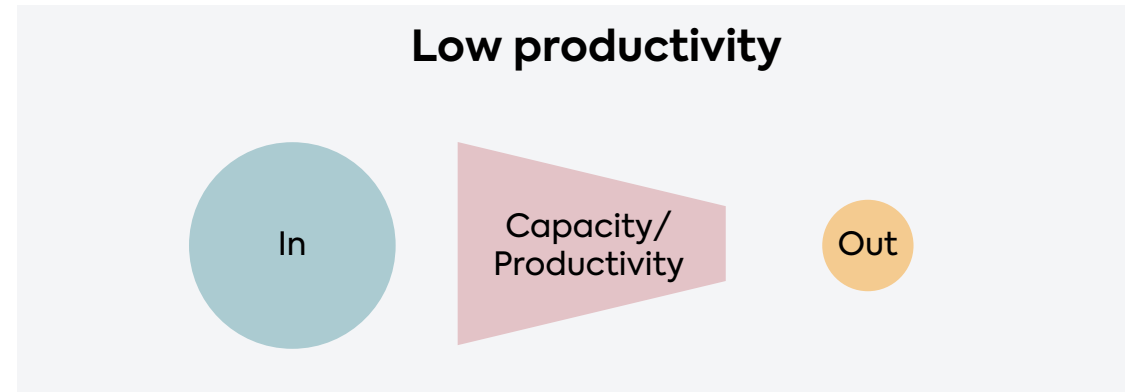
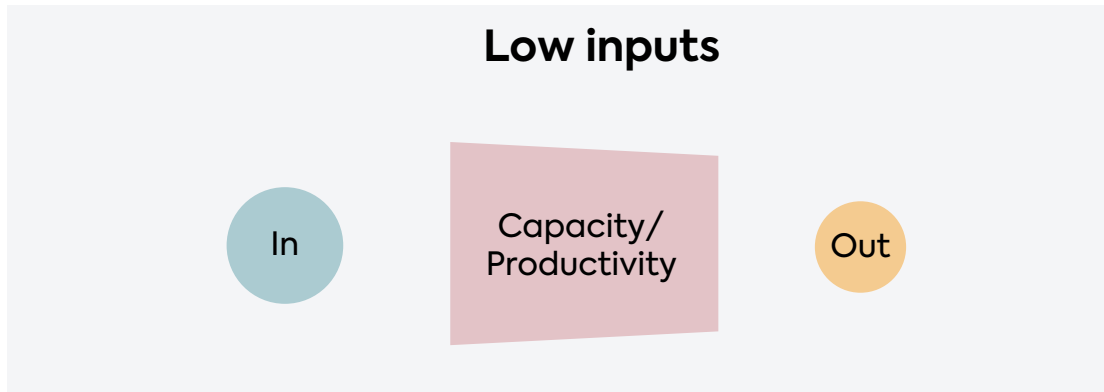
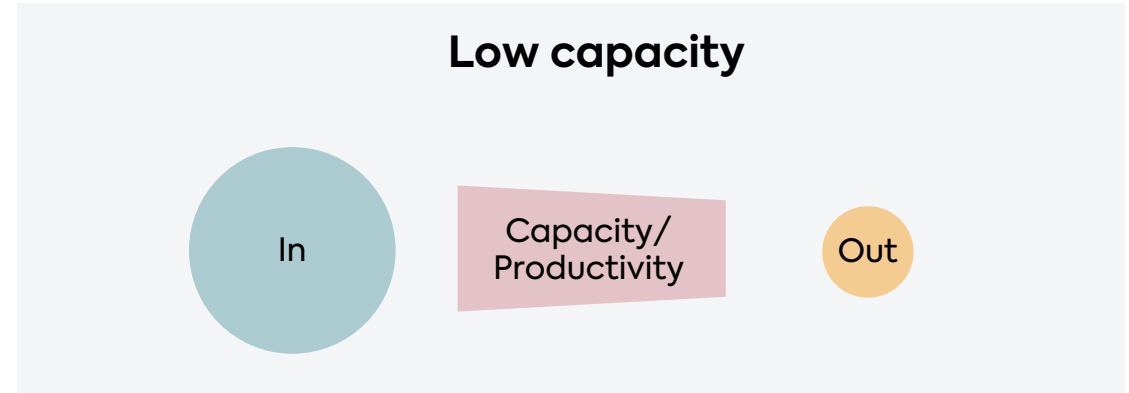
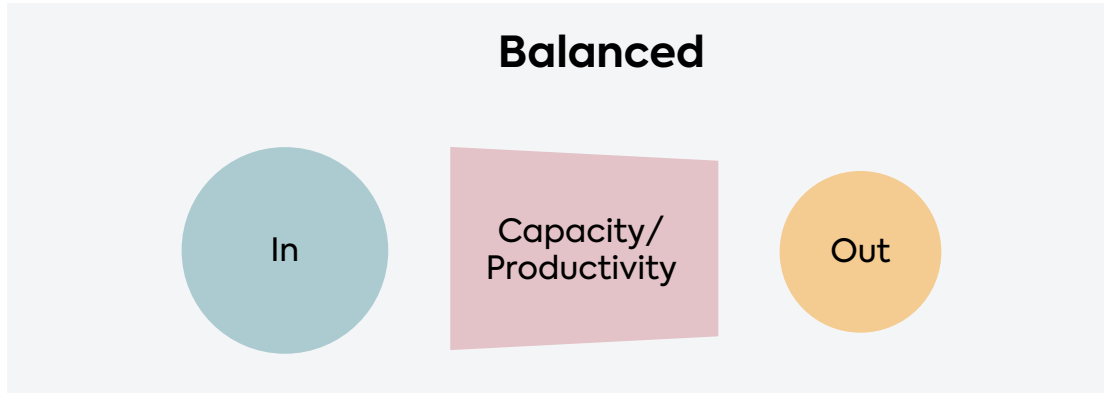
OPSLOFT



# Balancing revenue operations

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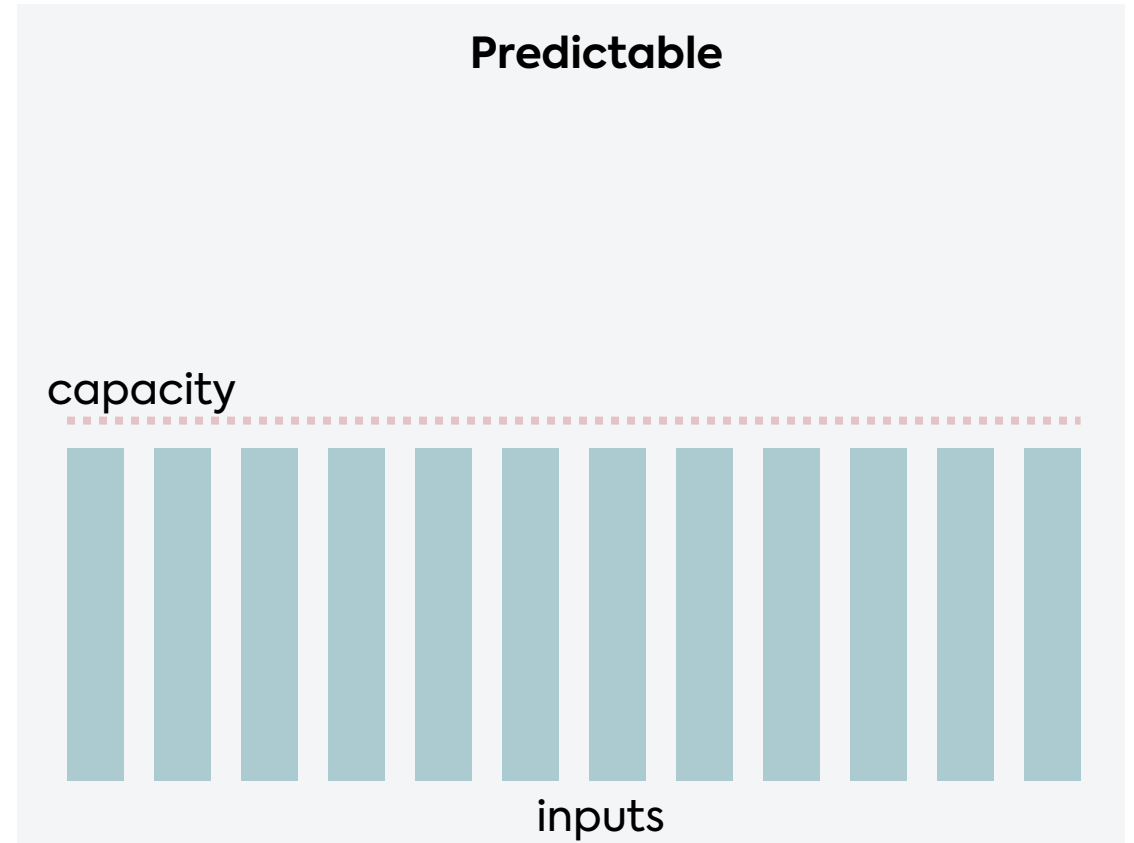
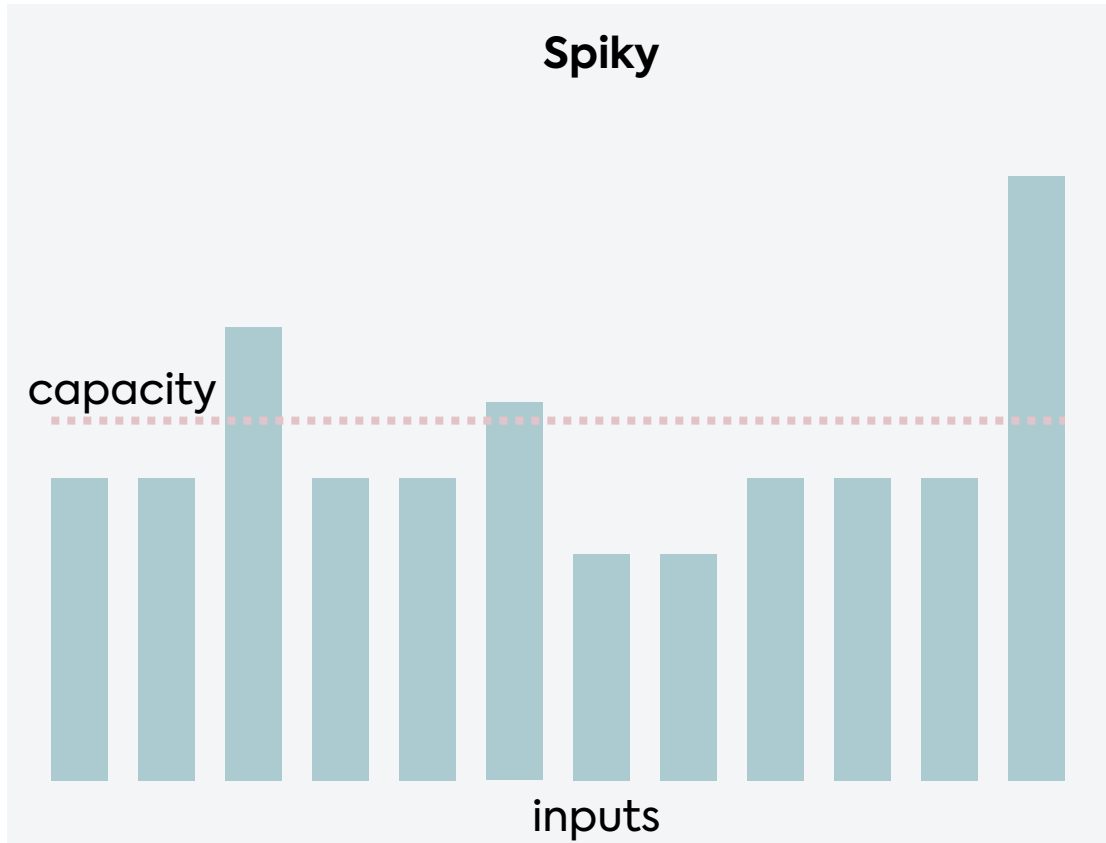
OPSLOFT



# Flattening of spikes

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OPSLOFT



A thick teal rectangular border frames the central text.

OPSLOFT