1 Success in the Consumer Products Market – Understanding Direct Store Delivery ................................................................. 1
Andreas Otto, Franz Josef Schoppengerd, and Ramin Shariatmadari

2 Wrestling with the Restless Consumer: The Consumer Products Industry in Transition .......................................................... 31
Emiel van Schaik

3 Insights: Getting Closer to Consumers ................................................................. 41

4 Conceptual Understanding: DSD in the Light of Supplier–Retailer Relationships in the CP Industry ..................................................... 43
Herbert Kotzab

5 Using DSD for Prime Market Research ............................................................. 57
Neil Preddy, Wayne Rigney, and Paris Gogos

6 Trends and Developments in DSD ................................................................. 79
Alan Thomas, Koen De Starke, and Leon Pieters

7 Growth: Supporting Product Distribution ....................................................... 95

8 Regional DSD – The Latin American Perspective ............................................. 97
Vinay Natu

9 Regional DSD: The Business Case for a Czech Brewer .................................. 109
Pavel Pucelik and Alberto Zamora

10 Distributing Consumer Products in India – The DSD Context .................. 121
Somjit Amrit
11 Operations – How to Run DSD Efficiently ................................................. 143

12 More Expensive or Too Expensive? Calculating Delivery Costs in Europe ................................................................. 145
   Stefanie Müller and Peter Klaus

13 DSD Infrastructure: IT in the Consumer Products Industry
   Value-Add and Future Trends from the Scientific Perspective .......... 161
   Jörg Becker, Axel Winkelmann, and Philippe Fuchs

14 Adaptable DSD Business Solutions ......................................................... 175
   Franz Josef Schoppengerd

15 DSD Technology: More Efficiency in Daily Business ......................... 191
   Jon Rasmussen

16 Mobile Solutions for Direct Store Delivery ............................................. 207
   Wesley Mukai, Yuri Natchetoi, and Serhan Dagtas