



# Warranty Management and Product Manufacture (Springer Series in Reliability Engineering)

*D. N. Prabhakar Murthy, Wallace R. Blischke*

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Purchasers of manufactured goods need assurance that they will perform well over their expected life.

Warranties play a vital role in this. With proper management, warranty terms provide a promise of protection in case of product failure, while warranty service can assure customer satisfaction in the event of a claim.

The authors have developed 'Stage-3' warranty management, viewing warranties from a strategic perspective, starting with a strategy linked to technical and commercial planning from the start of product development.

Warranty management aims to achieve business objectives by focusing on product performance assurance and customer satisfaction, the goal of warranty management; guidelines are provided for achieving this goal.

Written by leading experts, this book details current thinking in product manufacture. It will be a valuable guide for managers in product development, production and marketing as well as graduate students in business and operations management and industrial engineering.

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