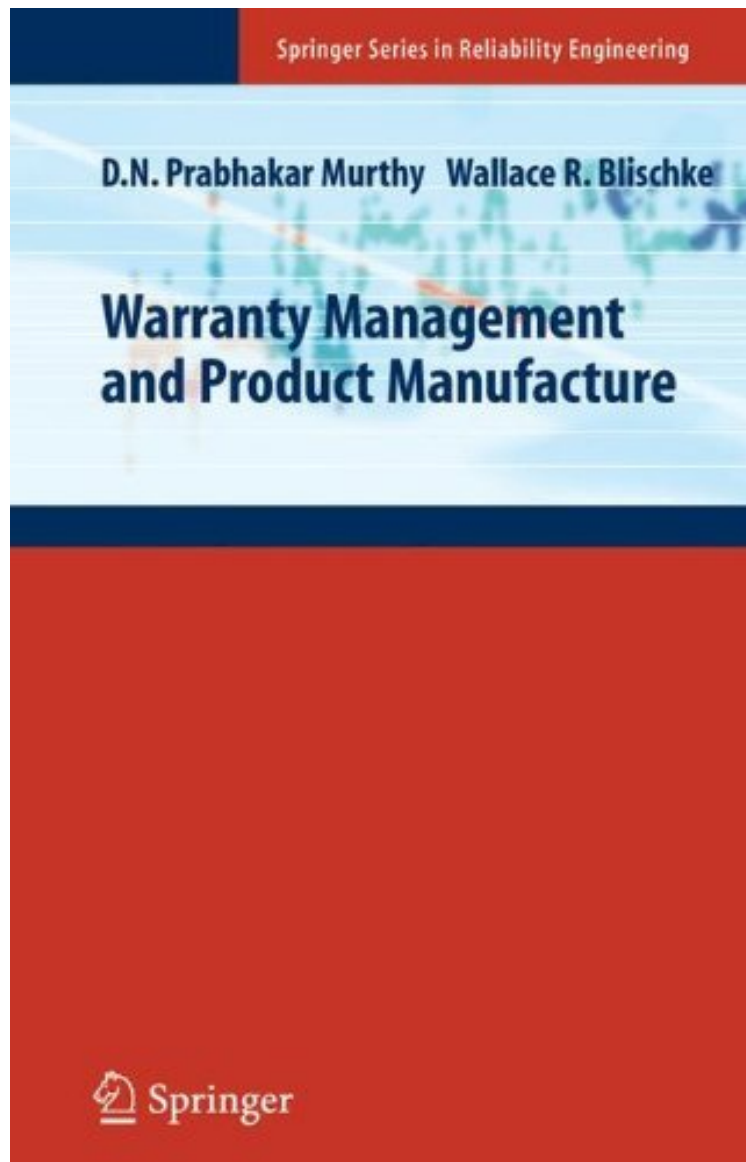


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the product is as stated in the product description or better. Text appears to be of outstanding quality and research and I would recommend it to anyone in a Warranty Management/Engineering role, or for graduate students looking for a bit of relevant real-world exposure in the ever under-valued warranty sector of business. 0 of 0 people found the following review helpful. This is a good start point to build any Warranty System up. By Jaime Monguiacut; We are using this book in our daily work! This is a good start point to build any Warranty System up.

The only recent book to cover "Stage 3" warranty management, linking strategic and operational aspects for manufactured products. Shows how to make warranty management an effective tool for enhancing customer satisfaction. Uses minimal mathematics and presents accounting and legal aspects of warranty management in an easily understandable style. Written by two of the world's leading experts in warranty management.

From the reviews: "This is supposedly the final book on the subject from the authors and is being claimed as primarily written for managers . . . The authors also prescribe this book for graduate students of Business Management, Operations Management and Industrial Engineering. Overall, the book succeeds in its objective to a very large extent and the reviewer would like to recommend this book to any one who intends to get graduated in the intricacies of warranty designing and administration." (Krishna B. Misra, International Journal of Performability Engineering, Vol. 4 (3), 2008) From the Back Cover Purchasers of manufactured goods demand assurance that the purchased product will perform satisfactorily over its expected life. Warranties play a vitally important role in providing this assurance, in two ways. Firstly, warranty terms can provide a promise of protection in the event of a product failure. Secondly, effective warranty service can assure customer satisfaction in the event of a warranty claim. Successful use of both of these requires proper warranty management. The authors of Warranty Management and Product Manufacture have developed "Stage-3" warranty management, that views warranties from a strategic perspective, beginning with a warranty strategy that is linked to technical and commercial planning from the very start of the product development process. The aim of warranty management is to achieve the overall business objectives by focussing on both product performance assurance as well as ensuring customer satisfaction, the ultimate goal of warranty management. Warranty Management and Product Manufacture provides guidelines for achieving this goal. Written by two of the world's leading experts in warranty management, this monograph details the most up-to-date thinking in this key area of product manufacture. It will be an invaluable guide for managers in product development, production and marketing as well as graduate students in business and operations management and industrial engineering. The Springer Series in Reliability Engineering publishes high-quality books in important areas of current theoretical research and development in reliability, and in areas that bridge the gap between theory and application in areas of interest to practitioners in industry, laboratories, business, and government. About the Author D. N. P. Murthy is the Professor of Engineering and Operations Management in the Department of Mechanical Engineering at the University of Queensland and a Senior Scientific Advisor to the Norwegian University of Science and Technology. He has held visiting appointments at several universities in the USA, Europe and Asia. His current research interests include various aspects of technology management (new product development, strategic management of technology), operations management (lot sizing, quality, reliability, maintenance), and post-sale support (warranties, service contracts). He has authored or co-authored 15 book chapters, 140 journal papers and 130 conference papers. Wallace R. Blischke was a member of the faculty of The Marshall School of Business, University of Southern California, for 27 years. He is currently Professor Emeritus at the Marshall School and Consultant in Statistical Analysis. His specialities include design of experiments, data analysis, reliability, quality assurance, design of sample surveys, estimation theory, and management science. He is co-author of two books.