

Product-Harm Crisis

Terry L. Howard
Gregory W. Ulferts

College of Business Administration
University of Detroit Mercy

Abstract

There always will be a risk of product harm crisis. Despite efforts to establish and monitor high standards of quality and safety, perfection is ideal but is not reality. A company that plans for both predictable and unpredictable events, develops knowledgeable and empowered workers, and responds to the needs of stakeholders will be better able to manage a product harm crisis. Managers must balance these competing goals in order to determine the company's future success and risk of a product harm