Contents

1	The Imperative of Product Recall Management References	8
2	Characteristics of Product Recalls	11
	References	15
3	Performance Implications of Product Recalls	17
	3.1 Legal Liability Implications	21
	3.2 Non-financial Performance Implications	29
	3.3 Financial Performance Implications	34
	References	37
4	The Roles of Different Stakeholder Groups	43
	4.1 Customers	44
	4.2 Wholesalers and Retailers	50
	4.3 Public Policymakers and Regulators	53
	4.4 Suppliers	56
	4.5 Media	60
	4.6 Investors and Financial Analysts	63
	References	65



ix

X Contents

5	The	Produc	t Recall Management Cycle	69
	5.1 Pre-Recall Phase: Planning and Recall Readiness			76
		5.1.1	Cross-Departmental Product Recall Task Force	78
		5.1.2	General Product Recall Guidelines	81
		5.1.3	Training and Education Programs	82
		5.1.4	Mock Recall Exercises	83
		5.1.5	Product Tracing, Safety, and Quality Control	86
	5.2 Recall Phase: Process and Communication			87
		5.2.1	Problem Identification	89
		5.2.2	Risk Assessment	91
		5.2.3	Decision on Recall	91
		5.2.4	Recall Plan Creation	94
		5.2.5	Communication with Relevant Stakeholders	97
		5.2.6	Recall Execution and Monitoring	103
		5.2.7	Documentation and Reporting	104
	5.3	Post-R	Lecall Phase: Recovery and Learning	105
		5.3.1	Performance Recovery	106
		5.3.2	Learning from the Crisis	108
	References			112
6	Indi	setmi Di	Harancas	117
U	Industry Differences 6.1 Consumer Products		117	
				123
		Food Industry Vahiala Industry		123
	6.3 Vehicle Industry References		131	
	Refe	rences		131
7	Spillover Effect		135	
	7.1 Spillover on Same-Company Products		136	
	7.2 Spillover on Competitors		137	
	7.3 Spillover on B2B Customers			141
	References		143	

		Contents	хi
8	Conclusion: Top10 Key Takeaways and Outlool	K	
	on Future Challenges		145
	Reference		151
In	dex		153

.