**PRODUCT FAILURES ASSIGNMENT**

**INSTRUCTIONS**

There have been thousands of product failures over the years. Using the internet, find examples of three product failures and write a “What Were They Thinking?” piece for each. Be sure to include your opinions as to what could have been done to prevent those failures. Your findings must be presented to the class on Tuesday, January 31.

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| **Product Name** | **What Were They Thinking?** | **How to Prevent This Failure?** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |