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Sommario/riassunto	Globalization of commerce and associated wide distribution of products places an obligation of reliability to the end user and a requirement of design quality on the manufacturer that contribute to economic survival through reputations that are hard to win and easy to lose. These driving forces are complemented by the focus on reliability and maintainability techniques described here for outstanding product design approaches. Discussions on cost effectiveness viewpoints and considerations of the economics of life-cycle analysis contribute to business survival in the emerging global scene.