**Video Title #1:** Samsung Issues Safety Recall for Galaxy Note 7

**Video UR #1L:** <https://www.youtube.com/watch?v=kBuHgvJi2qI>

**Running Time/Source: 2:17**, You Tube.com/CNN

**Close Caption Available:** Yes

**Video Title #2:** Battery Problems Prompt Samsung Galaxy Note 7 Recall

**Video UR #1L:** <https://youtu.be/yAMfqAsb7Xk>

**Running Time/Source: 3:08**, You Tube.com/CNN

**Close Caption Available:** Yes

On August 17, 2016 Samsung introduced to the market the latest in its line of smart phones, the Galaxy Note 7. Industry experts and consumers were very complimentary about this product, frequently citing its excellent design. Shortly, thereafter, complaints about the product began to surface. The most significant were related to safety concerns: Some caught on fire or even exploded, potentially causing injury to users. As a result, several airlines did not allow passengers to bring their Note 7s on board their flights.

The possibilities of these problems occurring were quite small. Out of the 2.5 million units sold, only 24 incidents were reported. Nevertheless, the Company called a press conference to deal with this issue. Samsung spokespeople indicated that the problem resulted from a faulty lithium ion battery which is contained in many consumer electronic products, including hoverboards, which earlier had experienced the same problems as the Note 7.In order to promote consumer safety, Samsung offered to "replace" the Note 7 with another model. (The Company did not refer to this process as a "recall."). Customers were offered the option to get replacements from retailers, such as, Verizon or AT&T, instead of directly from Samsung since the Company estimated that that would take longer than exercising the store alternative.

Besides suffering a great deal of embarrassment, Samsung would be hurt financially due to the faulty batteries. It would have to bear the cost of implementing a significant recall effort. Future smart phone sales might be jeopardized. Perhaps even more damaging was that, at the time of the recall, Apple introduced a competitive product, its IPhone 7.

Questions:

How well did Samsung handle the safety problem it experienced with the Galaxy Note 7?

Who should have to take the blame for the faulty battery?

Assuming that Samsung internally developed the battery, what types of testing before market introduction might have identified the burning and explosion problems?