# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Preface</th>
<th>ix</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of tables and figures</td>
<td>xiii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xv</td>
</tr>
<tr>
<td>Contributors</td>
<td>xvii</td>
</tr>
</tbody>
</table>

## Part I. Concepts and Issues

   Michel M. Koštěckí, Director, The Enterprise Institute, University of Neuchâtel, Switzerland  
   1

2. *Product Durability and Re-take after Use*
   Walter R. Stahel, Director, The Product-Life Institute, Switzerland  
   29

3. *Product Durability and Marketing Strategies*
   Michel M. Kostecki, Professor, University of Neuchâtel, Switzerland  
   41

4. *Product Stewardship and Useful Life Concept: The Challenges for Business*
   Jan-Olaf Willums, Director, World Business Council for Sustainable Development, Switzerland  
   51

5. *Sustainable Product Design*
   Martin Charter, Coordinator, The Center for Sustainable Design, UK  
   57

6. *Extended Product Responsibility in the US Electronic Industry*
   Patricia S. Dillon, Professor, The Gordon Institute, Tufts University, USA  
   69
Table of Contents

Part II. Cases and Business Perspectives

7. Kodak’s Product Optimization Program
   Hans H. van Teffelen, Manager, Environmental Affairs, European
   African Middle Eastern Region, Kodak, Netherlands 83

8. Rank Xerox Product Stewardship
   Irina Maslennikova, Environmental Manager, Rank Xerox Ltd. UK 89

9. Product Stewardship: The Case of Digital Equipment Corporation
   Richard Merlot, Corporate Program Manager, Digital, France 97

10. Determinants of the Life Span of Household Equipment: The Case of
     Poland
    Michel M. Kostecki, Professor, University of Neuchâtel, Switzerland,
    Wiktor Kisiel, Research Associate, University of Wroclaw, Poland and
    Ewa Bogacka-Kisiel, Professor, The Academy of Economics, Wroclaw,
    Poland 105

11. Collector's Car, and Marketing of New Vehicles: The Case of
     Daimler-Benz AG
    Maarten de Groot and Bryn McCrossan Maire, University of
    Neuchâtel, Switzerland 113

12. Conclusions
    Michel M. Kostecki, Director, The Enterprise Institute, University of
    Neuchâtel, Switzerland 119

Glossary 131
Bibliography 137
Index 143