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Since it was first published in 1964, Elements of Shipping has become established as a market leader. Now in its ninth edition, Branch's Elements of Shipping, renamed in memory of Alan Branch, has been updated throughout and revised to take in the many changes that have occurred in the shipping industry in recent years, including the impact of the economic crisis, the Panama Canal expansion and new legislation.

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Since the publication of my books Elements of Shipping and more recently Economics of Shipping Practice and Management, both selling in over 130 countries, I have received numerous requests both from home and abroad for a companion volume on seaports. This book has been written to provide a ... Branch, Alan E., FCIT, FIE., AITA.

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With new chapters on seaports and electronic data interchange, it explains in a lucid, professional manner the basic elements of shipping embracing operating, e-commerce/computerization (shipboard/trade), commercial, legal, economic, technical, managerial, logistics and financial considerations.

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Elements of Shipping was first published in 1964 and has become established as a market leader over its many editions. This latest version is entirely updated to take in the many changes that have occurred in the shipping industry in recent years and features new chapters on multimodalism, seaports and electronic data interchange. Emphasis is also placed on professionalism and the need to have the latest technology and professionally qualified personnel to operate a shipping service today. It remains essential reading for the shipping executive along with students and academics with an interest in the shipping industry.

Since it was first published in 1964, Elements of Shipping has become established as a market leader. Now in its ninth edition, Branch's Elements of Shipping, renamed in memory of Alan Branch, has been updated throughout and revised to take in the many changes that have occurred in the shipping industry in recent years, including the impact of the economic crisis, the Panama Canal expansion and new legislation. All tables and data have been brought up-to-date and many new illustrations have been added. The book explains in a lucid, professional manner the basic elements of shipping, including operational, commercial, legal, economic, technical, managerial, logistical and financial considerations. It also explores how shipping markets behave and provides an overview of the international shipping industry and seaports. Filling a gap for the discerning reader who wishes to have a complete understanding of all the elements of the global shipping scene together with the interface with seaports, international trade and logistics, it remains essential reading for shipping executives along with students and academics with an interest in the shipping industry.

Some 25 years has passed since the first edition of this book was published. Today it is regarded by many as standard work on the subject, and is retailing in over 175 countries. It is appropriate the sixth edition should be published at a time of great change in the international shipping industry. Opportunity has been taken particularly to enlarge the chapters on bills of lading, chartering, ships and their cargoes, containerization, and the international consignment. Additional illustrations have been provided especially on ship types. The sixth edition will be useful specifically for students taking courses sponsored by the Institute of Chartered Shipbrokers, Institute of Freight Forwarders, Institute of Export, Institute of Transport Administration, Institute of Physical Management, Chartered Institute of Transport, Institute of Bankers, Institute of Marine Engineers, Institute of Marketing, Institute of Road Transport Engineers and Chambers of Commerce. It will also be ideal for students taking shipping, export, import, international trade and transport examinations/research courses at degree/diploma level at universities and polytechnics, not only in the UK, but also in Hong Kong, Nigeria, Malaysia, Jamaica, Jordan, USA, the Middle East, Europe, Pacific Rim Nations and Third World countries. The book remains compulsory reading on the Foundation Course in Overseas Trade - subject 'International Physical Distribution' - for which I was one of the four subject specialists responsible for the course's development under the aegis of HM Government in 1975 through the British Overseas Trade Board.

Since the publication of my books *Elements of Shipping* and more recently *Economics of Shipping Practice and Management*, both selling in over 130 countries, I have received numerous requests both from home and abroad for a companion volume on seaports. This book has been written to provide a practical, overall understanding of the elements of port operation and management of a competitive, ~profitable port authority. It reflects the author's many years of experience in port and ship management, international trade and education. It deals in simple language with the role and function of seaports in a trading pattern, port investment criteria, port tariffs, free ports and free trade zones, port traffic control, budgetary control and marketing, port management structure and dock labour, computerization, cargo-handling equipment, the economics of port design, the role of port cargo-handling organizations, the economics of international trade, finance of international trade, and many other aspects of this extensive subject. The importance of complete professionalism in all areas of port practice as a means of providing the viable, high quality service required to sustain and expand international trade cannot be overemphasized. This book will help towards establishing that professionalism. The material assembled here is intended not only for students preparing for seaport examinations, but also for persons employed in port authorities. In short, it is an aide-memoire to those engaged in the industry throughout the world and may be regarded as 'the port executive's handbook'.

The development of international trade is driven by international logistics and management and the provision of the global supply chain. The ultimate objective of global supply chain management is to link the market place, distribution network, manufacturing/processing/assembly process, and procurement activity in such a way that customers are serviced at a higher level yet lower cost. Overall this has introduced a new breed of management in a computer literate environment operating in a global infrastructure. Addressing this complex topic, Alan Branch's new book fulfills two clear objectives: to provide a concise, standard work on the subject, written in lucid language that embraces all the ingredients of a notoriously complex subject with a strategic focus to extol best practices and focus on all areas of the industrial and consumer sectors and their interface with changing international market needs. Until now, no book dedicated to international logistics and supply

chain management was available. Practically-oriented, this book features numerous case studies and diagrams from logistic operators. An ideal resource for management students, academics and managers who need a succinct treatment of global operations, Branch's book skillfully illustrates his ideas in practice. It is a book which should be on the shelf of every practitioner and student of the subject. Also available from Routledge: Elements of Shipping, Eighth Edition, Alan E. Branch. (978-0-415-36286-3) Maritime Economics: Management and Marketing, Alan E. Branch. (978-0-748-73986-8)

This revised edition provides a practical overall understanding of the techniques of export marketing on a cost-effective basis in a competitive environment. Emphasis is placed on complete professionalism and commitment together with the strategies and techniques to identify overseas market.

Now in its second edition Maritime Economics provides a valuable introduction to the organisation and workings of the global shipping industry. The author outlines the economic theory as well as many of the operational practicalities involved. Extensively revised for the new edition, the book has many clear illustrations and tables. Topics covered include: \* an overview of international trade \* Maritime Law \* economic organisation and principles \* financing ships and shipping companies \* market research and forecasting.

It is appropriate that the second edition of this established textbook sold in over 150 countries and regarded by many as the standard work on the subject -should be published at a time of great change in the international shipping industry. This edition reflects such change. It also places considerable emphasis on the need for a professional approach in all areas of shipping practice and management in order to provide the high quality service required to sustain and expand international trade, and will help to establish that professionalism. The book is ideal not only for students preparing for shipping examinations but also for persons employed in shipping companies, ashore and afloat. In short it is an aide-memoire to those engaged in the industry throughout the world and is regarded by many as the shipping executive's handbook. Readers who wish to know more about the basic elements of the subject should also study the companion volume Elements of Shipping (fifth edition). In addition, the sea port operator or executive should study my recently published book Elements of Port Operation and Management. The opportunity has been taken to widen the scope of the book. New chapters have been included on the economics of containerization, computerization, roll on/roll off (Ro/Ro) vessels and their features, and counter-trade. In addition, a number of existing chapters have been expanded in the areas of marketing, budgets, political factors, ship finance, BIFFEX, ICHCA, IMO, GCBS, and shipping company mergers and acquisitions.

Port Economics is the study of the economic decisions (and their consequences) of the users and providers of port services. A port works as an "engine" for economic development. This book provides a detailed discussion of port freight service users, such as freight water and land carriers, that have their ships and vehicles serviced and their cargoes unloaded by ports, as well as passenger services such as ferry carriers which are serviced by ferry passenger ports. This text continues to enhance our understanding of port economics by exploring the economic theories, supply and demand curves, and the actual and opportunity costs relating to the carriers, shippers and passengers who use ports. This new edition has been updated throughout. This includes: An expanded discussion of container, break-bulk, dry-bulk, liquid-bulk and neo-bulk ports; An introduction of port service chains, hinterland transport chains,

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maritime transport chains and port multi-service congestion; A discussion of seaborne trade, dry ports, port centrality and connectivity and free trade zones. This updated and comprehensive introduction to port economics will be of benefit to students and researchers in their study of port economics and management. It is also of great importance to professionals who manage and operate ports as well as freight and passenger carriers.

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