

Maritime Economics Management And Marketing

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Barron's Guide to Graduate Business Schools
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Managing, Marketing, and Maintaining Maritime and Coastal Tourism

Barron's Guide to Graduate Business Schools

Maritime Economics

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.

Elements of Shipping

Port Economics

Maritime Economics

International Handbook of Maritime Economics

Port Economics is the study of the economic decisions (and their consequences) of the users and providers of port services. A port is an "engine" for economic development by providing employment, worker incomes, business earnings and taxes for its region. The book provides a detailed discussion of types of carriers that use ports, the operation of cargo and passenger ports as well as the operation of such specific ports as Hong Kong, Hamburg, Le Havre, Savannah, Miami and Panama. Port Economics is the first contemporary textbook of its kind. It enhances our understanding of port economics by – classifying port users and suppliers of port services in the context of economic demand and supply curves; denoting that the demand for port services has two prices, the price paid to the port by the users and the price (or actual and opportunity costs) incurred by port user carriers, shippers and passengers; presenting the economic theories of carriers, shippers and passengers. The numerous up-to-date references will be of benefit to students and researchers of the economics of the shipping trade; to government officials in developing port and shipping policies; and to port operators in understanding the port-choice selection process by shipping lines and other carriers.

Containerisation International Year Book

Millions of women are launching online businesses. Power Up for Profits is the first book written exclusively for women who want to leverage the power of the Internet to reach a global audience and build a successful business with integrity, heart, and massive success. Kathleen Gage has been actively marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success. She's taught thousands her internet marketing methods in seminars and trainings. For the first time, Gage's signature tips and techniques are organized into one easy to read book. Filled with step-by-step instructions, entertaining stories, and the heart centered business acumen women crave, Power Up for Profits includes state of the art information on blogging and social media website creation and traffic generation joint ventures and affiliate partnerships packaging information in products and services marketing strategy specifically for women entrepreneurs If you relish the thought of how the Internet can help you share your message with the world, create a profitable business, and enjoy the freedom of entrepreneurship, Power Up for Profits is the book for you. "Kathleen Gage clearly understands two things: Power and Profit. While this book allows you to use your passions and creativity to find a wealthy path in business it doesn't allow you to get bogged down in the BS of "how." It's clear. It's step by step. AND it's funny and compassionate. This is a must read for any woman ready to build a business (with lots of profits)." Suzanne Evans - Suzanne Evans Coaching "Follow these simple steps and become the successful, prosperous, and happy business owner you are meant to be!" Janet Bray Attwood - New York Times Bestselling Author - The Passion Test "Simply enlighteninggives you a step-by-step process to create a great big beautiful impact for your clients and in your bank account, too. Read it!" Dr. Joe Vitale - Bestselling author - Hypnotic Writing "Power Up for Profits! is the perfect blend needed to create a successful online business. Follow Kathleen's advice and watch your profits soar." Peggy McColl - New York Times Bestselling Author - Dynamic Destinies Inc. "For the first time, a book outlines in simple, easy-to-understand, and usable terms, the most powerful yet

overlooked combination of true spiritual principles and sound marketing strategies." Eva Gregory - Leading Edge Coaching & Training "Looking for no-fluff marketing training? You found it in this gem of a book! Kathleen's practical steps make it simple to market and grow a business that is a perfect - and profitable - expression of YOU!" Kendall SummerHawk - International Association of Women in Coaching

The Writers Directory

The extraordinary beauty, cultural wealth, and diversity of EU's coastal areas have designated them as one of the preferred destinations for many holiday-goers. The numerous businesses that operate in these heavily traveled areas have to struggle with other similarly-minded companies and with providing sustainable practices for the people and surrounding area. *Managing, Marketing, and Maintaining Maritime and Coastal Tourism* is a pivotal reference source that provides vital material on the application of multidisciplinary and interdisciplinarity logic surrounding sea tourism. While highlighting topics such as destination marketing, event management, and global business, this publication explores the dynamic capabilities and the methods of overall management of hospitality by the sea. This book is ideally designed for marketers, advertisers, tour directors, cruise directors, travel agents, port managers, coastal cities managers, event coordinators, academics, students, researchers, policymakers, public managers, and tourism entrepreneurs.

Bibliography of Nautical Books

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.

Applying Advanced Information Systems to Ports and Waterways Management

Export Practice and Management

The *Diary of a Nobody* is an English comic novel that records the daily events in

the lives of a London clerk, Charles Pooter, his wife Carrie, his son Lupin, and numerous friends and acquaintances over a period of 15 months.

Elements of Shipping

This book is the founding title in the Grammenos Library. The diversity of the subjects covered is unique and the results of research developed over many years are not only comprehensive, but also have important implications on real life issues in maritime business. The new edition covers a vast number of topics, including: • Shipping Economics and Maritime Nexus • International Seaborne Trade • Economics of Shipping Market and Shipping Cycles • Economics of Shipping Sectors • Issues in Liner Shipping • Economics of Maritime Safety and Seafaring Labour Market • National and International Shipping Policies • Aspects of Shipping Management and Operations • Shipping Investment and Finance • Port Economics and Management • Aspects of International Logistics

Branch's Elements of Shipping

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)

Maritime Economics

Exam Prep for: Maritime Economics; Management and Marketing

With 80 percent of the world's commodities being transported by water, ports are the pillars of the global economy. Port Management and Operations offers readers the opportunity to enhance their strategic thinking and problem-solving skills, while developing market foresight. It examines global port management practices

at the regulatory, commercial, technological, operational, financial, and sociopolitical levels. This powerful sourcebook describes how seaports are being affected by the changes occurring nationally, regionally, and globally. Evaluating the new regulatory framework, it pinpoints the industry's implementation readiness and identifies potential problem areas. The book classifies the spectrum of interrelated port management principles, strategies, and activities in a logical sequence and under four cornerstones—Port Strategy and Structure, Legal and Regulatory Framework, Input: Factors of Production, and Output and Economic Framework. Detailing best practices and the latest industry developments, the book highlights emerging challenges for port managers and identifies opportunities to develop forward-thinking strategies. It examines the effectiveness of current strategies, tactics, tools, and resources of numerous global ports and highlights the necessity of adopting a proactive stance in harmonizing the laws, regulations, and policies pertaining to the maritime, oil, and gas industries. The shipping industry has myriad complexities and this book provides maritime managers and professionals with the wide-ranging and up-to-date understanding required to thrive in today's highly competitive and evolving environment.

The Blackwell Companion to Maritime Economics

Business and Economics of Port Management is a comprehensive but concise textbook and reference for insights into the workings of port industry from the business and economics perspectives. The book examines port management from various entities which include the government, port operator, shipping line, logistics companies and other port service providers. It provides in-depth discussions on strategic issues, challenges and disruptions that are faced by this industry. Given the uniqueness of each port and international nature of the port business, the book comes with useful case studies and lessons from different port regions around the world. Key lessons on challenges and issues faced by port managers, developers and regulators are highlighted and discussed using a combination of professional insights and publicly available information sources. The aim is to illustrate the decision-making process with the purpose of contributing to better outcomes for the industry, government and the public at large. Anyone who is approaching the subject matter will gain utmost understanding of how ports are critical in the global economy and societal well-being.

Port Management Textbook

Dictionary of Shipping International Business Trade Terms and Abbreviations

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.

Shipping Subsidies and the Balance of Payments

Higher Education in the UK.

First published in 1986. Routledge is an imprint of Taylor & Francis, an informa company.

Global Supply Chain Management and International Logistics

In this book Dr. Michael Stankosky, founder of the first doctoral program in knowledge management, sets out to provide a rationale and solid research basis for establishing Knowledge Management (KM) as an academic discipline. While it is widely known that Knowledge is the driver of our knowledge economy, Knowledge Management does not yet have the legitimacy that only rigorous academic research can provide. This book lays out the argument for KM as a separate academic discipline, with its own body of knowledge (theoretical constructs), guiding principles, and professional society. In creating an academic discipline, there has to be a widely accepted theoretical construct, arrived at by undergoing scholarly scientific investigation and accompanying rigor. This construct becomes the basis for an academic curriculum, and proven methodologies for practice. Thus, the chapters in this book bridge theory and practice, providing guiding principles to those embarking on or evaluating the merits of a KM program. As a methodology itself for undertaking the development of a body of knowledge, a KM Research Map was developed to guide scholars, researchers, and practitioners. This book presents this map, and showcases cutting-edge scholarship already performed in this nascent field by including the dissertation results of eleven KM scholar/practitioners.

Current Literature in Traffic and Transportation

British Universities' Guide to Graduate Study

Globalisation and the rapid increase in world trade in the past decade have contributed to greater demand for international transport and logistics and, consequently, the expansion of the maritime industry. The dramatic changes in the mode of world trade and cargo transportation make it more important than ever to have a clear understanding of the way in which freight is transported by sea and the role of ports in this exchange. At the cutting edge in its assessment of the industry, Maritime Logistics covers the whole scope of maritime logistics and examines latest logistical developments within the port and shipping industry. With a range of new international contributors, this new edition has been thoroughly revised and updated. There are new chapters on port centric logistics, hinterland logistics and global supply chains, maritime transport and logistics as a trade facilitator, and future trends and developments. Written by a team of international

experts with over fifty years' experience in the field, Maritime Logistics provides a truly global perspective. The book covers everything that students of logistics, as well as those working within the industry, need to know about maritime logistics, including shipping lines, containers, tankers, dry bulk, port-centric logistics, and much more. The book includes contributions from leading practitioners and academics in the field. The new edition includes a variety of new contributors, including: A. Michael Knemeyer, Associate Professor of Logistics, Fisher College of Business, The Ohio State University; John P. Saldanha, Assistant Professor of Logistics, Fisher College of Business, The Ohio State University; Prof. Dr. Michele Acciaro, Assistant Professor of Maritime Logistics, THE KLU, Hamburg; Prof. Dr. Joern Meissner, Professor of Supply Chain Management & Pricing Strategy, THE KLU, Hamburg.

Management

Since it was first published in 1964, Elements of Shipping has become established as a market leader. Now this new edition has been entirely updated and revised to take in the many changes that have occurred in the shipping industry in recent years and the increased emphasis placed on professionalism, qualified personnel and the need for the latest available technology. 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. It also reflects recent major trends including the impact of globalization, current good practice and future trends. All twenty-two chapters have been updated and over half of the content is new. 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.

Maritime Economics

This text is firmly established as the standard work on the subject of export management and practice. Overall, it is renowned internationally for its lucidity of complex issues. It gives particular focus on developing an export strategy in a pragmatic, professional and profitable manner in a competitive international environment. The fourth edition has been completely up-dated and reflects the many changes that have emerged in the fast changing global marketplace. Export Practice and Management takes full account of future trends in the conduct of international trade, its environment and its increasing complexity. There is more emphasis on management techniques and strategy of international trade including new chapters on logistics and globalisation, market entry options and the criteria of market selection. The text provides a practical and professional approach to the subject.

Current Issues in Shipping, Ports and Logistics

Port Management and Operations

The Handbook of Maritime Economics and Business

The Blackwell Companion to Maritime Economics presents comprehensive and in-depth coverage of the entire scope of issues relating to shipping and port economics. Featuring contributions from the most respected international specialists in the field, this volume offers up-to-date insights into all facets of shipping history, domestic rivers and canals vs. international high seas shipping, ferry and cruise ship service, legal issues, insurance, as well as providing a standard economic analysis of issues related to shipping and

Power Up for Profits

Extensively updated and revised, this third edition explains in simple terms the practical economic considerations involved in modern shipping management in changing legal and logistical environments - primarily marketing-driven - in the liner-cargo, bulk-cargo and specialized-tonnage markets. Four new chapters are included on marketing, and there are also additional chapters on ship management, seaports and logistics. The chapters on economics of chartering, containerization, ship finance, international trade, political factors, ship manning and international agencies have been enlarged.

The Diary of a Nobody

This timely and comprehensive new Handbook brings together an unrivalled group of distinguished scholars and practitioners to provide in-depth analysis and a contemporary perspective on a wide-ranging array of topics in maritime economics. Inherently global in nature, the economics of the maritime sector has proved pivotal in facilitating globalization and international trade. This Handbook offers a unique and indispensable source of reference and information for researchers, students and practitioners interested in the relationship between these developments and maritime markets.

The British National Bibliography

Journal of Economic Literature

This is the 15th annual edition of the Bibliography of Nautical Books, a reference guide to over 14,000 nautical publications. It deals specifically with the year 2000.

Business and Economics of Port Management

Marine Transportation Management

Maritime Logistics

The British National Bibliography

Bringing together an international network of leading scholars, this multidisciplinary book unravels some of the most pressing challenges to shipping, ports, and logistics. Divided into five parts--shipping, the analysis of flows and networks, terminal operations and performance, logistics, and port development and governance--this record is an essential read for practitioners in the maritime and logistics world, postgraduate students, policy makers, and professional organizations. As market players expand and improve their services in line with increased requirements on rates, reliability, environmental footprint, and safety and security, this compendium encourages further systematic thinking.

Oceanic Abstracts

Creating the Discipline of Knowledge Management

The Economist

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