



Elements of Shipping

Alan Edward Branch

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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.

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