



## Branch's Elements of Shipping

By Alan Edward Branch, Michael Roberts

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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. 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.

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### Editorial Review

About the Author

**Alan Branch** was International Business/Shipping Consultant, Examiner in Shipping, Export Practice and International Marketing and Visiting Lecturer at Cardiff University, Reading University, Plymouth University, Leicester University, London City College and the Rennes International School of Business, France. He passed away on April 2nd 2007.

**Michael Robarts**, *Master Mariner, FICS*, is a Fellow of the Institute of Chartered Shipbrokers and guest lecturers in maritime subjects. He is also a Fellow of the Institute of Commercial Management (ICM) and a course leader for their Maritime Management Diploma programme.

This book is dedicated to **Alan Edward Branch**.

1933-2009

Alan Branch had his first book published in 1964 and since wrote numerous books covering all aspects of Shipping including Management, Economics and Marketing. He held many lecturing posts on the subject including City University and Kingston. He began his career at British Rail then moved to Sea Containers before retiring to lecturing and writing.

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