



# Elements of Port Operation and Management

By Alan Branch

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## Elements of Port Operation and Management By Alan Branch

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 poor executive's handbook'.



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