



Maritime Economics: Management and Marketing

Alan Branch

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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.

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