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Transport: Strategy and Policy

By Stephen J. Shaw

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Transport: Strategy and Policy, Stephen J. Shaw, This book examines the business strategies of passenger and freight carriers in road, rail, sea and air transport. It assesses their responses to an increasingly competitive and commercially oriented market as Governments throughout the world encourage a liberalized approach to the transport sector. Transport: Strategy and Policy provides a comprehensive text for transport professionals and students on courses concerned with leisure and tourism, business logistics, economic development and town and country planning. It will be particularly useful for those taking Chartered Institute of Transport examinations. It focuses on the special characteristics that distinguish transport from other service industries, as well as the similarities and differences between the various modes. The text is illustrated by a wide range of detailed case studies and examples from airlines ferries deep sea shipping railways and Light Rapid Transit buses and coaches community transport express parcel services and retail distribution.



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