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Alan Branch, *Elements of Port Operation and Management*, Springer, 7th Edition, 2011, 265 pp, \$217 Hardcover.

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Book Review

Alan E. Branch's book was published in New York Chapman and Hall in 1986. The name of the book is *Elements of Port of Operation and Management*. Alan E. Branch is one of the leading scientists in this field. The book consists of 265 pages and thirteen chapter. The role and function of seaports in the trading pattern of a nation is examined in the first chapter. This first chapter of the book begins with function of seaports, factors determining the shipowner's / shipper's choice of port. After these sub-sections continues with the future trends in international trade. In the second section, the economics of international trade is explained. The second chapter of the study is completed by function of international trade, survey of international trade, commodity trades, flow of manufactured goods, multinational companies, major trading areas of the world, preferential trading groups. In the third chapter is explained as economics of port design and layout. In this section, influence of cost, construction and safety factors, factors determining berth layout, types of berth, port facilities have been studied in detail. The fourth section of book tells us cargo handling equipment. Subdivisions of this section shall continue with factors determining type of cargo - handling equipment, conventional break-bulk handling, types of general cargo - handling equipment, unitized cargo - handling systems, lash (lighter aboard ship), roll- on/ roll- off (RO/RO) vessels, bulk handling systems for raw materials. Container-handling equipment is described in the fifth chapter. In this chapter, palletization- fork lift trucks, containerization, range of container- handling equipment container lifters and movers, back-up systems, container cranes, stowage within the container are examined in detail.

Alan E. Branch analyzes free port/ free trade zones in the sixth chapter. In this chapter Feature of free ports / free trade zones, advantages of free ports / free trade zones were explained. Chapter seven presents port investment criteria. The framework of chapter seven is consist of economics of new and second- hand port equipment, methods of finance factor determining port investment criteria. Chapter eight includes port traffic control. The issues examined in this chapter were port operations and communications centre, port traffic management, ship turn - round time in port, processing the consignment trough the port, port operational planning. The ninth chapter was about port tariffs and theory of port tariffs, factors influencing the level of port tariffs, market pricing, port tariffs, customs entry

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Journal of Social and Administrative Sciences

charges, miscellaneous charges, port authority rates and charges policies were explained. Finance of international trade was examined in the tenth chapter with the subtitles; export and import prices, payments on open account, bills of exchange, documentary credits and allied documents, transferable credits, back - to - back credits, revolving credits, red clause credits, acceptance credits, factoring, bank finance for exports, less common forms of trade, changing methods of payment. The eleventh chapter is about port management structure and dock labour which includes size and scope of the port authority, port authority organization, dock labour. The name of twelfth chapter is budgetary control and marketing and contained revenue expenditure and investment budgets, marketing, market analysis, market structure, market share, market research, media plan, computerization. Finally, role of British and international port and cargo handling organizations are examined. Subtitles of this chapter are British port association (BPA), international association of ports and harbours (IAPH), international cargo handling co - ordination association (ICHCA), international labour organization (ILO), International Maritime Organization (IMO), National association of port employers (NAPE), the future.

Contributes to the literature of this book is that it has a wide coverage. Alan E. Branch has been examined 13 key issues in a comprehensive manner associated with port operation and management. Another important feature of the book, in addition to this feature is written in easy to read and easy to understand. According to this, another contribution to literature is to be an important referance book in this area. The book formed the basis for projections about the future in the maritime field. The name of the book and book's other entitlement studies are suitable for the content. The information given in the book open, clear and satisfying. All persons involved in the maritime industry can benefit from the book. Alan E. Branch, has been evaluated international trade, international economics, port, port facility and equipment successfully. Alan E. Branch made assessments by using financial and economic criteria such as export and import prices, payments on 'open account', bills of exchange, documentary credits and allied documents, transferable credits, back - to - back credits, revolving credits, red clause credits, acceptance credits, factoring, bank finance for exports, less common forms of trade. Finally, the importance of international organizations in maritime sector is find out.



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