Lorange

Shipping Strategy

Innovating for Success

The shipping industry has an impact on each and every one of us every day. Ships transport the food we eat, the clothes we wear, the cars we drive, the materials used to build our homes, and the fuel that heats them. Yet traditional shipping companies - ones that combine various aspects of shipping under one organizational roof - are on the decline. They are gradually being replaced by new, more specialized companies with more strategic clarity and managerial focus. In Shipping Strategy, first published in 2009, Peter Lorange draws on his extensive experience in the shipping industry to show how companies can adapt to the fast-moving and volatile world of maritime business by devising strategies for future success, including specialization and innovation.

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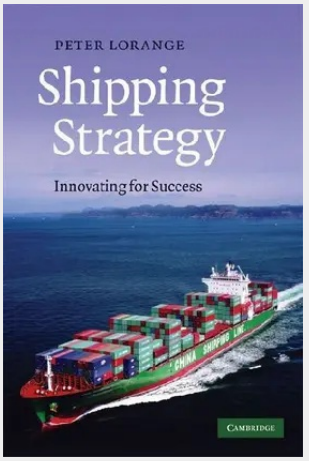

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