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Titolo	The Northern Sea Route : A Comprehensive Analysis // edited by Marcus Matthias Keupp
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Soggetti	International business enterprises Production management Commercial law International Business Operations Management Business Law
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Military and strategic analysis of the arctic sea, its sea routes and points of entry -- Logistics analysis (vessel construction, goods-structure effect, etc.) -- Management focused analysis: Commodities, routes, yields -- Differentiated business case: The Northern vs. the Suez sea routes.
Sommario/riassunto	The authors of this book, edited by Marcus Matthias Keupp, provide a thorough and contemporary analysis of the Northern Sea Route. Academics, liner operators, entrepreneurs and intelligence analysts with an interest in the Northern Sea Route are informed in detail about maritime challenges, novel business models, and the security and regulatory framework of this potential alternative to the Suez Canal. The authors summarize twenty years of research on the Northern Sea Route and present original material and novel research results never published before. Written from an interdisciplinary, balanced, and neutral perspective, the opportunities and challenges of the Northern

Sea Route are discussed in the light of both local regulation and international law. Contents Strategic analysis of the general policy and security framework of the Northern Sea Route The influence of international law and local politics on the Northern Sea Route Maritime logistics of the Northern Sea Route (vessel construction, cost analysis, navigation, regulation) Management focused analysis: Commodities, routes, yields, potential business models Target Groups

· Researcher and students in the field of international business with a focus on maritime logistics · Managers and economists with an interest in international business and strategic analysis; business consultants in maritime logistics; liner operators, charterers, and ship financiers; intelligence analysts About the Editor PD Dr. Marcus Matthias Keupp leads the department of defense management of the Military Academy at the Swiss Federal Institute of Technology Zurich.
