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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Prelims -- A truly challenging industry: shipping company strategies -- Commodity-based shipping: playing the market -- The drive toward non-commodity segments -- Portfolio strategies -- Organizational issues -- The future of the industry -- References.
Sommario/riassunto	About developing implementable strategies for shipping firms. This book takes a close look at the challenge of driving one's strategy towards niches, with a spotlight on how to find a viable business opportunity and develop a defendable strength there.