

Preface



AMERICAN SOCIETY OF TRANSPORTATION AND LOGISTICS, INC. ®

This textbook is required by the American Society of Transportation and Logistics® for the Transportation Economics Management module in the Certified in Transportation and Logistics (CTL) professional certification program. For details go to www.astl.org.

Transportation has continued to gain importance in firms and in our economy since the last edition of this book in 2006. The United States has seen an increased importance placed on transportation security both within and outside its borders. The dramatic volatility in worldwide fuel prices has put a strain on transportation costs and capacity. All of these events have shown that transportation might be the most critical, and yet the most vulnerable, component of global supply chains.

In the 7th edition we have tried to capture, as best as possible, the new transportation environment in both the domestic and global arenas. The addition of a new author—Brian Gibson—has allowed us to bring new insights to transportation and highlight some of the emerging trends in the field.

In keeping with these changes, we have organized the 14 chapters of this book into three parts. Part I offers an overview of transportation to the reader. Chapters 1 (micro) and 2 (macro) offers insights into the importance of transportation to the firm and to our economy, respectively. Chapter 3 provides a discussion of the regulatory and public policy framework that helped shape and continues to influence transportation in the United States. Chapter 4 offers a basic discussion of the economics of transportation costing and pricing in a free market economy.

Providers of transportation service are the focus of Part II. The five basic modes of transportation are covered in Chapter 5 (motor carriers), Chapter 6 (railroads), Chapter 7 (airlines), and Chapter 8 (bulk carriers—water and pipeline). Each modal chapter offers an in-depth view of the industry, its competitors, its advantages, and its challenges. The purpose of this part is to provide the reader with a thorough understanding of the diversity and similarities of the basic modes of transportation.

The chapters in Part III are new and represent emerging transportation management issues. Chapter 9 addresses the concept of transportation risk management with a focus on transportation and national security. Chapters 10 and 11 explain global transportation planning and global transportation execution, respectively. Chapter 12 explains the roles and industry composition of third-party logistics providers. Chapter 13, which was included in early editions of this text, has been brought back because of the growing importance of private transportation and fleet management. Finally, Chapter 14 provides insights into issues and challenges facing global supply chains.

Features

1. Learning objectives in the beginning of each chapter provide students with an overall perspective of chapter material and also serve to establish a baseline for a working knowledge of the topics that follow.
2. Transportation Profile boxes are the opening vignettes at the beginning of each chapter that introduce students to the chapter's topics through familiar, real-world examples.
3. On the Line features are applied, concrete examples that provide students with hands-on managerial experience of the chapter topics.
4. Transportation Technology boxes help students relate technological developments to transportation management concepts.

5. Global Perspectives boxes highlight the activities and importance of transportation outside of the United States.
6. End-of-chapter Summaries and Study Questions reinforce material presented in each chapter.
7. Short cases at the end of each chapter build on what students have learned. Questions that follow the cases sharpen critical thinking skills.

Ancillaries

The *Instructor's Resource CD* (ISBN 1-439-08006-2) contains three essential resources:

1. The *Instructor's Manual* includes chapter outlines, answers to end-of-chapter study questions, commentary on end-of-chapter short cases, and teaching tips.
2. A convenient *Test Bank* offers a variety of multiple-choice, short-answer, and essay questions for each chapter.
3. *PowerPoint slides* cover the main chapter topics and contain figures from the main text.
4. The book companion site (www.cengage.com/decisionssciences/coyle) provides additional resources for students and instructors. Appendix A, Selected Transportation Publications, and Appendix B, Transportation-Related Associations, can be found on the companion site. The Instructor's Manual and PowerPoint files are downloadable from the site for instructors.

Acknowledgements

The authors are indebted to many individuals at our respective academic institutions as well as other individuals with whom we have had contact in a variety of venues. Our university students and our executive program students have provided an important sounding board for the many concepts, techniques, metrics, and strategies presented in the book. Our faculty and corporate colleagues have provided invaluable insights and appropriate criticism of our ideas. Some individuals deserve special consideration: Danielle Gallagher (Penn State), Ms. Jean Beierlein (Penn State), Ms. Tracie Shannon (Penn State), and Kusumal Ruamsook (Penn State). The authors would also like to thank the following fellow faculty members for their insightful contributions to several chapters in this text: John C. Spsychalski, Professor Emeritus of Supply Chain Management (Penn State), Joe Hanna, Professor of Supply Chain Management (Auburn), and Wesley Randall, Assistant Professor of Supply Chain Management (Auburn).

We extend our appreciation to the members of our Cengage Learning team, who are very professional: Charles McCormick, Jr., Senior Acquisitions Editor, and Julie Klooster, Developmental Editor; Melena Fenn, Senior Project Manager and Stacy Shirley, Senior Art Director.

Special thanks should be given to the following reviewers who provided meaningful input for our seventh edition:

Michael W. Babcock	<i>Kansas State University</i>
Kent N. Gourdin	<i>College of Charleston</i>
George E. Hoffer	<i>Virginia Commonwealth University</i>
Walter E. Martin	<i>Lenoir Community College</i>

James Sisk	<i>Gaston College, North Carolina</i>
Lee J. Van Scyoc	<i>University of Wisconsin Oshkosh</i>
Bill Waxman	<i>Edison Community College</i>
Rick Yokeley	<i>Forsyth Tech Community College</i>
Angela K. Hansen	<i>Northwestern Transportation Center</i>
S. Scott Nadler	<i>East Carolina University</i>
John R. Grabner	<i>University of North Texas</i>
Matthew J. Drake	<i>Duquesne University</i>
A. Michael Knemeyer	<i>The Ohio State University</i>
Jerry W. Wilson	<i>Georgia Southern University</i>
Kathryn Dobie	<i>North Carolina A&T State University</i>
Daniel L. Rust	<i>University of Missouri-Saint Louis</i>
Zachary Williams	<i>Central Michigan University</i>
Donald R. Bechtel	<i>University of Arkansas</i>

Special thanks go to Dr. Gary Gittings (Penn State) for developing the Powerpoint slides for this edition, and to Dr. Wesley Randall (Auburn) for writing the questions for the test bank. Finally, the authors would like to thank Michael Levans, editor of Logistics Management magazine, for his support on this textbook.