

FIATA

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PRESS RELEASE FIATA SECRETARIAT

E-books authored by FIATA Logistics Academy Chairperson, Mr Issa Baluch, available for free

The FIATA Logistics Academy proudly announces the grandiose donation of its Chairperson, Mr Issa Baluch, who has made two of his books *Transport Logistics: Past, Present, Predictions* and *Transport Logistics: The Wheel of Commerce* available for free in e-format!!

There are tens of thousands of books about logistics and supply chains. Literally. But only some are a real educational opportunity with vivid examples and didactic texts. Mr Baluch's authored books are certainly thought-provoking. They contain a healthy dose of interesting data (globalization, shipping trends and the business of logistics), a dash of history (the evolution of our industry), a sprinkle of next generation perspectives, and some great company success stories.

Let us take a closer look at the books:

Transport Logistics: The Wheel of Commerce was published in 2010. It examines the impact of the 2008 recession on the industry, and argues that the industry itself serves as a harbinger of both up and down turns in the economy. The book also discusses the status of transport logistics planning and preparation in 11 countries: Canada, Chile, India, Singapore and the United Arab Emirates (UAE), plus six in Africa—Burundi, Ethiopia, Ghana, Kenya, Rwanda and Tanzania. Through remarkable case studies of these countries, the book also highlights public and private sector ingenuity in problem solving, and shows how lessons learned in one part of the world can be applied to challenges elsewhere.

The second book, *Transport Logistics: Past, Present and Predictions* was published in 2005, is available in four languages and has sold over 30,000 copies worldwide. This book first presents ten case studies of historical projects that demanded careful transport logistics management. It surveys a wide variety of projects, some of them successes and some of them failures. Whether these projects were related to construction, engineering, military actions, or humanitarian relief, they all required transport logistics and placed great demands on logistics managers. The second part of the book examines various aspects of today's dynamic freight logistics industry, including the changing role of the freight forwarder. With the development of IT-based supply chain integration and value-added service offerings, the freight forwarder is being forced to evolve, or else risk extinction. In addition, ensuring cargo security has become an irreversible part of the forwarder's responsibility to customers and other supply chain partners.

So how do you get access to these e-books? Simple click on:

<http://www.transportlogistics.com/get-your-complimentary-transport-logistics-ebook/>

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About FIATA

FIATA, the International Federation of Freight Forwarders Associations, was founded in Vienna, Austria on May 31st 1926. It is a non-governmental organisation that today represents an industry covering approximately 40,000 forwarding and logistics firms, employing around 10 million people in some 160 countries. FIATA has consultative status with the Economic and Social Council (ECOSOC) of the United Nations (inter alia ECE, ESCAP, ESCWA, etc.), the United Nations Conference on Trade and Development (UNCTAD), and the UN Commission on International Trade Law (UNCITRAL) as well as many other UN related bodies, e.g. the World Bank. It is recognised as representing the freight forwarding industry by many other governmental organisations, governmental authorities, private international organisations in the field of transport and logistics, such as the European Commission (through CLECAT), the International Chamber of Commerce (ICC), the International Air Transport Association (IATA), the International Union of Railways (UIC), the International Road Transport Union (IRU), the World Customs Organization (WCO), the World Trade Organization (WTO), etc.

For further information, please go to: www.fiata.com

Glattbrugg, 27 September 2016