

# MODERN BUSINESS

Transportatio  
and Traffic M

# TRANSPORTATION AND TRAFFIC MANAGEMENT

by

*Arnold K. Henry, Ph.D.*

PROFESSOR, TRANSPORTATION AND PUBLIC UTILITIES DEPARTMENT,  
WHARTON SCHOOL OF FINANCE AND COMMERCE,  
UNIVERSITY OF PENNSYLVANIA

*and*

*Sidney L. Miller, Ph.D.*

CHAIRMAN, DEPARTMENT OF BUSINESS ADMINISTRATION,  
COLLEGE OF BUSINESS ADMINISTRATION,  
BUCKNELL UNIVERSITY

*Alexander Hamilton Institute, New York*

*1977 Edition*

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## *Preface*

Transportation of passengers and freight is an important field of study on merit and involves many subjects. Transportation and traffic management, the subjects covered in this text, are becoming increasingly important to those interested in efficient operation of a business enterprise, because of the opportunities and the complex problems created by related developments in transportation, production and distribution, and managerial techniques.

Transportation and traffic management are important in varying degrees to all industrial and commercial enterprises, large or small in size, local or national in scope, engaged in production or distribution processes. It should also be stressed that enterprises pay for transportation and traffic management whether they recognize their importance or not.

In cases where management recognizes the importance of transportation and traffic management, there are net gains, both direct and indirect, since the consequent increase in the efficiency of the enterprise as a whole will, in many cases, more than offset the supervisory, clerical, equipment or facilities expenses involved in the proper handling of transportation matters. Enterprises which do not recognize the importance of

transportation and traffic management pay for what they do not receive in unnecessary and excessive production and distribution expenses.

Transportation and traffic management are important not only to all industrial and commercial enterprises but to all executives within these enterprises. Whether the enterprise has an executive solely responsible for transportation and traffic management or not, the subject matter affects the affairs of all executives, and is highly important to some of them. Consequently, if transportation and traffic management are to contribute all they can to efficient operation of an enterprise, the subject matter, and its significance, must be known and considered by all executives.

The purpose of this text is to provide executives with a concise description and analysis of transportation and traffic subjects important to the management of industrial and commercial enterprises and to give them an understanding of public policy pertaining to and affecting these subjects.

The first part of the text is devoted to a discussion of the transportation industries. The subjects treated cover such matters as (1) facilities, equipment, organization and traffic; (2) economic characteristics; (3) services; (4) rates; (5) competition and cooperation; (6) public policy. The second part of the text deals with the traffic management functions of business enterprises. The discussion here covers the effects of transportation on the prices of goods, location of eco-

conomic activities, and the functions, organization, and administration of traffic management.

Dr. Henry, the co-author of this text, is Professor of Transportation and Public Utilities, Wharton School of Finance and Commerce, University of Pennsylvania. He is directly responsible for the material in the chapters covering water and air services. Dr. Miller, the other co-author, who is Chairman of the Department of Business Administration, College of Business Administration at Bucknell University, is responsible for the remainder of the text.

Both authors wish to express their appreciation to Professor Joseph R. Rose of the Wharton School for his helpful advice and criticism in the preparation of this text, and to Mrs. Helen S. Hardin for her invaluable typing assistance.

EDITOR-IN-CHIEF

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