

**TRUCKLOAD TRANSPORTATION:
ECONOMICS, PRICING & ANALYSIS**

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TRUCKLOAD TRANSPORTATION: ECONOMICS, PRICING & ANALYSIS

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How To Use This Book

Truckload transportation pricing is a complex topic with many variables and considerations. This book is organized so that a novice can learn the basics of truckload transportation then move into the more advanced concepts involved with one-way pricing, dedicated pricing, and bid response analysis. However, it is highly recommended that even experienced readers start from the beginning of the book. A sound understanding and review of the basic principles of truckload transportation provides the necessary foundation for fully comprehending the more advanced concepts that are presented later in the book.

While the book is written primarily for the benefit of truckload carriers, shippers and related parties will also gain valuable insight into truckload transportation by reading the entire book. While Chapter 15 focuses specifically on shipper issues, it is important that shippers read the entire book to get the maximum benefit from this chapter. The topics covered throughout the book will provide shippers with a much deeper understanding of the truckload carrier's business model, cost structure, and operating strategy. By having a greater understanding of the needs of their carriers, shippers can become better partners and potentially enjoy improved service and lower transportation costs as a result.

Throughout this book, readers will see operating cost information and specific rates and prices. While most costs and rates are historically accurate for the time this book was written, this information is shown for illustration purposes only. Truckload rates and operating costs change over time based on market conditions, fuel prices, driver wage expectations, equipment costs, and many other factors. Unless otherwise indicated, consider all cost and price figures shown in this book as only examples and not specific facts or pricing recommendations.

In some circumstances, there will be real-world exceptions to the general concepts in this book. However, a thorough understanding of the concepts presented in this book will provide the ability to identify and interpret any exceptions to the general rule. While this book cannot possibly address every unique situation a carrier or shipper will face, it does provide a solid foundation of general theory and specific analytical techniques to properly approach almost any pricing and analysis challenge.

Technical Tips

The book includes a number of "Technical Tips" that provide detailed explanations of the application of spreadsheet and database software to several of the analysis examples presented in the book. The tips provide no new information about a particular topic other than the programming details around the solution. Unless the reader has a specific interest in the technical details of a particular topic, these "Technical Tips" can safely be disregarded.

On-line Resources

Certain lengthy technical tips are not covered in complete detail within the book but are available for download online at no cost. Please visit www.TruckloadTransportation.com to access these expanded technical tips. In addition, the full spreadsheet models for many of the analysis and pricing techniques presented in this book are available for purchase at the website, including the full dedicated fleet pricing model.