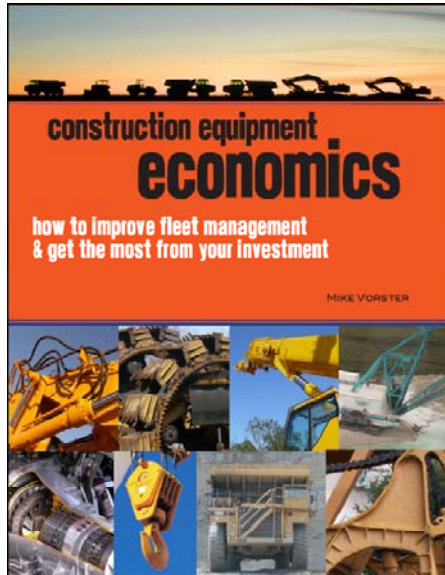


# construction equipment economics



This book is written for everyone involved with the management of heavy mobile equipment.

The tools, techniques and ideas presented will improve fleet management and increase return on investment. It is designed for people who want to develop new ways, and gives the confidence needed to learn innovate and change .

The material is based on the Equipment Executive series published monthly in Construction Equipment magazine starting in October 2003. Substantial new material has been added and quantitative tools have been developed to assist in implementing many of the concepts described.

**\$87.75 plus shipping and handling.**

## a desk book for practitioners

This is not a text book. It is a desk book that is full of ideas, examples and inspiration. It should be on your desk not on a forgotten book shelf. It needs to be used and must become dirty, dog eared and full of personal notes.

Do not start at the beginning and read right through the book. Start with a chapter or section that looks interesting and explore from there. Browse and think; don't look for answers. Look for methods, ideas and inspiration. Enjoy the challenge of learning and act when you see opportunity to improve.

There are no shortcuts to change. You need to understand what you do, think creatively about the future and take action. I hope this book helps.

## what do the reviewers say

"This is the most comprehensive and modern equipment management guide to date. I think every equipment manager, large or small fleets, should have this book on their shelf. It is also a perfect equipment guide for owners and operations people; the more they know about equipment the easier it is for equipment managers to get their job done."

Thad Pirtle

Vice President and Equipment Manager  
Traylor Bros., Inc. Evansville, IN

"For years I have looked forward to reading Mike's articles in CE Magazine. His unique grasp of both real world management and academic experience has always provided insight into various fleet management issues. At last, he offers his fans a comprehensive work that most certainly will become the standard for the equipment management professional."

Dick Brannigan

Immediate Past President  
Association of Equipment Management Professionals  
John R. Jurgensen Co. Cincinnati OH

## main topics

### ORGANIZATION

Chapters 1, 2 and 3 emphasize the fact that equipment and equipment management is not an end in itself. Fleets are owned, managed and put to work in order to produce a completed product. Construction companies build roads and bridges, quarries produce aggregates, mining companies extract metals and minerals. Equipment managers are part of the production team and work within the organization to optimize the use of equipment as a corporate asset and make production more efficient.

### ECONOMICS

Chapters 4, 5 and 6 lead to a basic understanding of equipment economics and the hourly owning and operating cost calculation. A very simple format for calculating the hourly owning and operating cost is given in section 4.3 and used as an index for subsequent sections that provide insights into the risks and uncertainties involved in estimating each component of the cost calculation. The section requires some knowledge of spreadsheet tools to analyze data and perform simple calculations.

### MANAGEMENT

Chapters 7 through 12 address a number of management issues critical to achieving an optimum fleet age, selecting appropriate strategies for the maintain, repair, rebuild, replace decision, extending component life and understanding the financial and accounting aspects of fleet management. It emphasizes the fact that there are no right solutions, only intelligent decisions and is structured to provide insights into the many complex performance and measurement challenges faced by equipment managers.

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