

ID	Post Title / Date of Post	Book Title / Author	Transport Mode	Book Synopsis	Lessons for Seafreight
1.	<b>What ‘The Box’ Teaches Us About Revolutionary Change</b> / 14 Jan 2020	<b>“The Box”</b> / Marc Levinson	Ocean	A history of the container shipping industry from the first containerized shipment in 1956 through 2005.	<ul style="list-style-type: none"> <li>• The benefit of outsiders</li> <li>• Boldness drives change</li> <li>• Standards are vital</li> </ul>
2.	<b>What the Wright Brothers Teach the Seafreight World About Cross-Industry Pollination</b> / 21 Jan 2020	<b>“The Wright Brothers”</b> / David McCullough	Air	A history of how the Wright brothers invented human-powered flight in 1903 and helped develop a new mode of transport.	<ul style="list-style-type: none"> <li>• Use a cross-industry innovation process</li> <li>• Team design is important</li> <li>• Prolific progress can follow a breakthrough innovation</li> </ul>
3.	<b>‘Longitude’ Provides Timely Advice on Innovation</b> / 28 Jan 2020	<b>“Longitude”</b> / Dava Sobel	Ocean	A history of how the Longitude Act of 1714 led to the invention of a way to determine one’s longitude while at sea.	<ul style="list-style-type: none"> <li>• Multiple roadblocks will deter innovators</li> <li>• Iterate</li> <li>• Generate competition to maximize innovation</li> </ul>
4.	<b>Panama Canal Story Shows Success Can Follow Epic Failure</b> / 4 Feb 2020	<b>“The Path Between the Seas”</b> / David McCullough	Ocean	A history of the construction of the Panama Canal (which opened in 1914).	<ul style="list-style-type: none"> <li>• Proper scope definition is critical</li> <li>• Optimism-driven leadership needs a backup plan</li> <li>• Epic failure can lead to later success</li> </ul>
5.	<b>Three Lessons from the Building of the Transcontinental Railroad</b> / 11 Feb 2020	<b>“Nothing Like it in the World”</b> / Stephen Ambrose	Rail	A history of the construction of the Trans-Continental Railroad (from 1863 – 1869) connecting the US West Coast with the rest of the US.	<ul style="list-style-type: none"> <li>• Government-private partnership can achieve revolutionary things</li> <li>• Head-to-head competition generates speed and innovation</li> <li>• New knowledge enables revolutionary accomplishments</li> </ul>