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7,500 Miles

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SWISS – Switzerland's national carrier

This book gives readers a glimpse behind the scenes at SWISS International Air Lines – a must for aviation fans and laypersons alike. With spectacular photos and fold-out pages detailing the chronicle of events since the changeover from Swissair to SWISS. Swiss International Air Lines was founded under the most difficult conditions in the wake of bankrupt Swissair. After three years in the red, the Board of Directors and shareholders opted for an integration into the Lufthansa Group. Since 2005, SWISS has been the star of a Group that has survived the tough competition in the international airline business and has managed to reach the necessary critical mass.

In 2017, SWISS celebrated its 15-year anniversary

Chronicling the events with numerous interviews and riveting reportage, the author takes a look behind the scenes at the airline and describes how thousands of people in highly respected professions, but also in less visible roles, do their best every day. Featuring prefaces by Federal Councillor Doris Leuthard and Chairman of the Board at SWISS, Reto Francioni, as well as interviews with Kaspar Villiger, Christoph Franz, Thomas Klühr, Carsten Spohr and many more, and a guest contribution by Jürgen Dunsch, former Swiss correspondent for the Frankfurter Allgemeine Zeitung.

Details

- * Size (W x H x D): 22.5 x 28 x 2cm
- * Weight: 500g

- * Material: Carton, paper

Features

- * A glimpse behind the scenes at SWISS International Air Lines
- * Spectacular photos
- * Fold-out pages with a chronicle of events
- * Riveting reportage
- * Exclusive interviews with contemporary witnesses
- * Prefaces by Doris Leuthard and Reto Francioni
- * Guest contribution by Jürgen Dunsch
- * Hardcover
- * Author: Werner Vogt
- * Language: German

Included in delivery

- * SWISS – Switzerland's national carrier