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Pan Am: History, Design & Identity



Synopsis

Why does Pan Am's blue globe retain its cult status although the airline went bankrupt long ago? This unprecedented analysis explores the history and strategies that created a truly triumphant brand. Pan Am: History, Design & Identity is the captivating story of a company that refused to consider anything impossible and single-handedly revolutionized air travel. From modest beginnings in the late 1920s, Pan Am developed into the world's best known airline with astonishing speed. Its rapid rise was accompanied by highly effective publicity campaigns showing off its services and its many achievements. These iconic designs have remained in our collective memory down to the present day.

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