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# Alaska Airlines



## **Synopsis**

A beautiful hard bound coffee table book celebrating Alaska Airlines, with an extensive look at the airline's rugged ancestors, variety of aircraft, colorful printed materials, unusual memorabilia and inspiring people. More than 500 images and illustrations show the airline from its humble beginning as McGee Airways in 1932, a one-plane airline in the Territory of Alaska, through more than eighty years of adventures, mergers, acquisitions and purchases as it became one of today's most successful, vibrant and respected airlines.

## **Book Information**

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## **Customer Reviews**

Cliff & Nancy Hollenbeck are leading authors, photographers and publishers on travel industry subjects. They specialize in editorial and commercial image making throughout the world, for major airlines, cruise lines, resorts, publishers, tourism associations, advertising agencies and publishers. The Hollenbeck's have authored more than two dozen books on travel, photography and business, including pictorials on Alaska, Hawaii and Mexico. Cliff has twice been named Travel Photographer of the Year and has participated in several Day In The Life book projects. He authored the travel-mystery novel Acapulco Goodbye and has composed and produced three music CDs of Italian arias. Nancy was awarded a Clio for the Best Travel Airline Poster, and is a recipient of the Alaska State Heroism Medal. The Hollenbeck film company has received Gold Medals at the International Film Festivals in New York and Chicago, and they have been awarded several TELLYs for travel television commercials.

More a pictorial than history, "Alaska Airlines" provides a well-illustrated synopsis of 15 Alaskan

airlines that were acquired or merged to ultimately become Alaska Airlines in 1944 and continues with the airline's history through the introduction of 737-800s. Well illustrated throughout, there are countless rare photos and images of the aircraft, people, and memorabilia from the early days of Alaska's ancestry through the jet age, post-deregulation expansion and Horizon Air. Informative text and impressive graphics make this THE book to have for anyone interested in the heritage of Alaska Airlines.

Great product, just as advertised and quick shipping. Thanks.

Excellent book! If you are an avid AK air fan like my son you won't be disappointed!

Some interesting facts and pictures are included. But the text is very brief on the development of most of the airlines that morphed into Alaska Airlines. Could have done a lot more here. Too much wasted blank page space.

A well written book on AS Alaska Airlines. Complete with photos.

From the bush and tundra of Alaska to the modern fleet of Boeing 737 aircraft, this book tells it all in amazing pictures and the historical record of one of the nation's best airlines.

I am a serious aviation enthusiast history. This is a great book on the history and operations of Alaska Airlines!

This is a book very well done and presented. A lot information and pictures. You must have it in your library.

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