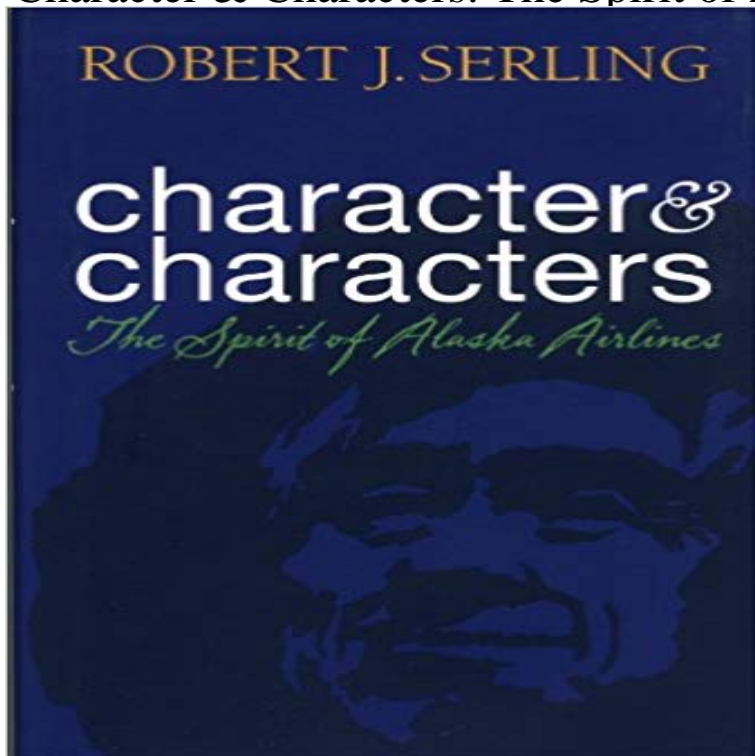


## Character & Characters: The Spirit of Alaska Airlines



This is the history of Alaska's last legacy airline, Alaska Airlines. Aviation-history writer Robert Serling has documented Alaska Airlines' unconventional past and titled it *Character & Characters* in recognition of those who flew the planes and marked the airline's transformation from a single-aircraft bush operator in 1932 to a major U.S. carrier. From Alaska Airlines' fabled beginnings serving the far reaches of America's Last Frontier to its present-day network stretching from Barrow to Zihuatanejo and Boston to Honolulu . . . from creative promotions to its historic flights that linked the United States and the Russian Far East . . . from distinctive in-flight services to the first online ticket sales, *Character & Characters* chronicles the unusual stories and colorful people behind this uncommonly independent airline. Serling's seasoned perspective is based on his authorship of a long list of airline histories, an industry fascination that began not long after the Wright brothers' first flight, and his love of a good story. His experience has resulted in a spirited telling of Alaska Airlines' history of survival and success over unforgiving geographies in a remarkably competitive business. *Character & Characters* has a rhythm to it, based not so much on chronology as on Serling's innate sense of how a good story should be told. And like the airline that is the subject of his work, his book is a great aviation saga.

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**Alaska Airlines Colorful History Recounted By Noted Aviation Author** *Character & Characters* has 12 ratings and 1

review. Rachel said: Well, how pertinent to finish this on Alaska Day! It was . . . long. Overall, it was i **Character & Characters: The Spirit of Alaska Airlines PDF Download** Character & Characters: The Spirit of Alaska Airlines released by Alaska is an airline built from humble beginnings in 1932 by a cast of **Character & Characters by Robert J Serling - Fantastic Fiction** Character & Characters: The Spirit of Alaska Airlines Download PDF By Robert J. Serling. Download Character\_\_Characters:\_The\_Spirit\_of\_Alaska\_. **Character & Characters: The Spirit of Alaska Airlines - Adlibris** Character & Characters: The Spirit of Alaska Airlines by Robert J. Serling (2008-05-27) on . \*FREE\* shipping on qualifying offers. **Character & Characters: The Spirit of Alaska Airlines** - Character & Characters: The Spirit of Alaska Airlines by Robert J. Serling (2008-05-27) [Robert J. Serling] on . \*FREE\* shipping on qualifying offers. **[Hardcover Book] ? 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