

Thomas Cook: The Holiday Maker - Jill Hamilton

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Rich people from the times of the Greeks and Romans had always travelled for pleasure, indeed there was nothing new in the aristocratic Grand Tours taking in Paris and Rome, but it was Thomas Cook - aided by the spreading of the railways, an increase in statutory holidays and his wide use of advertising who first helped to bring mobility to the masses. In this, the first book to look at the man behind the business, Jill Hamilton explores the origins of the former Baptist lay-preacher who wanted to take campaigners to a temperance meeting in the Midlands and thus organised the first ever package holiday in the history of modern travel and created the beginnings of Thos. Cook

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