

Dirty Tricks: British Airways' Secret War Against Virgin Atlantic - Martyn Gregory

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Richard Branson's Virgin Atlantic was valued at over 1.2 billion when he sold a 49% stake to Singapore Airlines in 1999. This was an extraordinary achievement for an airline that began life in 1984 with one plane. Virgin Atlantic became one of the world's top airlines only after surviving an incredible dirty tricks campaign by British Airways. Award Winning investigative journalist Martyn Gregory exposed BA's secret war, and he reveals the full story in Dirty Tricks. Author: Gregory, Martyn Publisher: Virgin Digital Illustration: N Language: ENG Title: Dirty Tricks: British Airways' Secret War Against Virgin Atlantic Pages: 00568 (Encrypted EPUB) On Sale: 2010-07-28 SKU-13/ISBN: 9780753504581 Category: Juvenile Nonfiction : Social Science - General

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