

Braniff International Airways: The Texan Giant, 1948-1982



Braniff International Airways: The Texan Giant, 1948-

1982 by Lynette Anderson

★★★★☆ 4.2 out of 5

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Braniff International Airways was one of the most iconic airlines in the world. From its humble beginnings as a small regional carrier to its rise to become a major international airline, Braniff's story is one of innovation, glamour, and tragedy.

This book tells the complete story of Braniff International Airways, from its founding by Paul Braniff in 1948 to its acquisition by American Airlines in 1982. Along the way, we'll learn about Braniff's many innovations, including its pioneering use of jet aircraft and its iconic advertising campaigns. We'll also take a look at Braniff's tragic demise, which was caused by a combination of factors including deregulation, rising fuel costs, and a failed expansion into the Latin American market.

Braniff's Early Years

Braniff International Airways was founded in 1948 by Paul Braniff, a former World War II pilot. Braniff started the airline with just a few small planes and a handful of employees. However, the airline quickly grew, and by the early 1950s, Braniff was one of the largest airlines in the United States.

Braniff's early success was due in part to its innovative approach to marketing. Braniff was one of the first airlines to use television advertising, and its ads were known for their glamour and style. Braniff also pioneered the use of in-flight movies and other amenities that made flying more enjoyable for passengers.

Braniff's Jet Age

In the late 1950s, Braniff began to transition to jet aircraft. Braniff was one of the first airlines to purchase the Boeing 707, and the airline quickly became known for its luxurious jet service. Braniff's jets were equipped with the latest amenities, and the airline's flight attendants were known for their stylish uniforms and friendly service.

Braniff's jet age was a time of great growth and prosperity for the airline. Braniff expanded its routes to include destinations all over the world, and the airline became known for its high-quality service and innovative marketing campaigns.

Braniff's Decline and Fall

Braniff's success began to decline in the late 1970s. The airline was hit hard by deregulation, rising fuel costs, and a failed expansion into the Latin American market. Braniff also made a number of bad business decisions, such as investing heavily in the supersonic Concorde aircraft.

As a result of these factors, Braniff began to lose money. The airline filed for bankruptcy in 1982, and it was eventually acquired by American Airlines.

Braniff's Legacy

Braniff International Airways is no longer in operation, but its legacy lives on. Braniff was one of the most innovative and glamorous airlines in the world, and its marketing campaigns are still considered to be some of the best in the industry. Braniff's story is a reminder that even the most successful businesses can be brought down by a combination of bad luck and poor decisions.

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Braniff International Airways: The Texan Giant, 1948-1982 is available now from all major booksellers. Free Download your copy today and learn the complete story of one of the most iconic airlines in the world.



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