



Mr SIA:Fly Past

Ken Hickson

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Introducing the life and times of a legend in international aviation — Lim Chin Beng — the man they called Mr SIA.

Absorbing the life and work of Lim Chin Beng is like watching a fly past of airlines and aircraft old and new. In this book, his past comes to meet you in many forms — designs, shapes, figures, photographs, episodes, places, people and you discover the connections with business, society and international aviation today and into the future. Here's a man who was instrumental in taking the very basic components of a business — like a potter taking the clay — and creating what has become one of the world's leading brands, Singapore Airlines. But this airline "specialist", trained as an economist, had more jobs to do. His broad range of interests — arts and sports, property and tourism — led to him being called on to do his "national service" for Singapore. He was Ambassador to Japan for two terms and trade negotiator, chairman of the Singapore Tourism Board, Changi Airport International, Singapore Airshow, Singapore Press Holdings, Ascott Group, and ST Aerospace. Described as a quiet achiever and a visionary, this modest gentleman was not afraid to make bold decisions and take risks, even to the extent of setting up a budget airline, Valuair. Here was one man, who in his time, played many parts, on the world's stage and at home.

Contents:

- Foreword by JY Pillay
- Foreword by Chew Choon Seng
- Lim Chin Beng: His Story at a Glance
- Delivery Times
- Raffles Inspired
- Designer Days
- Lively Livery
- Tall on Talent
- Singapore Girl
- Meaningful Mentoring
- Piloting Pressures
- Plane Makers
- In-flight Service
- International Relations
- Diplomatic to a Tea
- Dreaded Disasters
- Media & Money Matters
- Business Class
- Value Proposition
- Airports Ahead
- Tourism Chief
- Aerospace Showcase
- Aviation Alliances
- Eventful Times
- Property Guru

- Flying into the Future

Readership: Professionals in the aviation industry, those in the field of business and management, and the general public keen to find out more about the life of the legendary Lim Chin Beng.

Key Features:

- The first book to feature the legendary Lim Chin Beng — a key figure in the international airline business, with an engaging description of his life story and how he succeeded in making Singapore Airlines the brand it is today
- Written by journalist and communications specialist Ken Hickson, who has consulted for Singapore Airlines, and author of the book *Flight 901 to Erebus*

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Anne Larsen:

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Alexander Macdougall:

The book untitled Mr SIA:Fly Past is the book that recommended to you to read. You can see the quality of the reserve content that will be shown to you actually. The language that writer use to explained their ideas are easily to understand. The article author was did a lot of exploration when write the book, so the information that they share to you personally is absolutely accurate. You also might get the e-book of Mr SIA:Fly Past from the publisher to make you much more enjoy free time.

Mary Redus:

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