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Chutzpah & Chutzpah – BA & Saatchi British Airways, “ The World ’ s Favourite Airline ” , 1983. This article was first published in the summer of 2019 as part of a 100 part series on the history of BA and its predecessor airlines. You can read the full series in numerical order, by theme or by decade.

BA100: 12. Chutzpah & Chutzpah – BA & Saatchi

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4.0 out of 5 stars Breathtaking, in so many ways Reviewed in the United States on February 4, 2017 Having been at Saatchi & Saatchi for the best part of 20 years, this is a heady roller-coaster ride through the headiest period in Advertising.

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