

## Swiss Made The Untold Story Behind Switzerland's Success

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## **Success ...**

It all started in 2011, when author James Breiding launched the first edition of *Swiss Made: The Untold Story Behind Switzerland's Success*. It is the first book to research in great depth and detail how Switzerland developed from being a poor country, with difficult topography and hardly any raw material, into the most competitive country in the world.

## **Home | Swiss Made**

*Swiss Made: The Untold Story Behind Switzerland's Success* R. James Breiding Why has Switzerland—a tiny, landlocked country with few natural advantages—become so successful for so long at so many things?

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James Breiding is author of *Swiss Made - the untold story behind Switzerland's success*. Available in 7 languages, the book has become the most authoritative work on 'Swissness'. His writing on Swiss issues appear in *The Economist*, *Financial Times*, *Foreign Affairs*, *New York Times*, and *Wall Street Journal*. He was elected a fellow at Harvard's Centre for International Development, and is the founder and owner of Naissance Capital, a Zurich investment firm.

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A working understanding of Swiss cultural values can be a useful asset for executives doing business with the country. *Switzerland's Untold Story* According R. James Breiding, author of "*Swiss Made*", Switzerland is a country where everyone can have a

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piece of a different pie.

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R. James Breiding, in his fascinating history, Swiss Made, explores every facet of the country's economic environment, from the earliest beginnings in the Middle Ages to the intense competition in the twenty-first century.

## **Review of Swiss Made (9781846685866) — Foreword Reviews**

However, in the Adventure Guide activities and story extensions are meaningful and encourage further examination of story characters, themes, and symbolism. A brief biography of John Bunyan is also included to aide in discussion about the original classic, Pilgrim's Progress.

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