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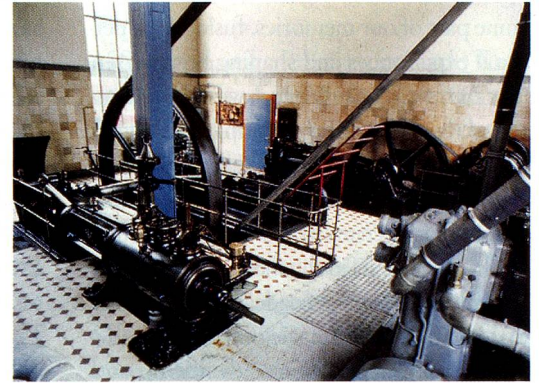
**“Built up and sold off”** Until several decades ago, Switzerland defined itself as a nation of freedom-loving farmers. However, it has become one of the wealthiest countries in the world as an industrial nation. This transformation has been based on innovative capability, receptiveness to outside influences, social cohesion and industriousness. “Aufgebaut und ausverkauft” (Built up and sold off) is a fascinating, richly illustrated book on the history of Switzerland as an industrial state. Historian Hans-Peter Bärtschi describes this history in nine chapters, with titles such as “Affluent Switzerland”, “Plundered Heavy Industry” and “Clean Coal – Shadowy Tax Haven”. “Industrial Switzerland – from the 18th to the 21st century, Built up and sold off”.



Zurzach 1978: The wooden pumping towers above the Sodafabrik's drill holes sunk in 1914 are listed as an historical heritage site



Riburg 2005: Rheinsalinen's logistics and storage centre with a 31-metre-high wooden dome



Uster 1980: Brewing vats at the Uster brewery with the last steam engine in the Zurich Oberland. Valve engine and cooling compressor from 1897



Kempthal 1896: Assembly line work in the Maggi factory. Mechanical transmission equipment powered the packing conveyor before electrification



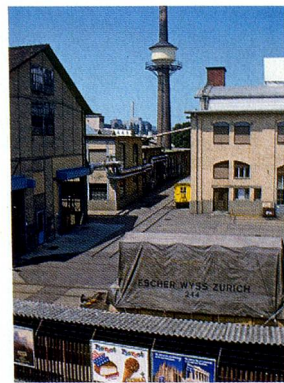
Berne 1952: Assembly line work at Hasler-Ascom, which once had a workforce of 14,000



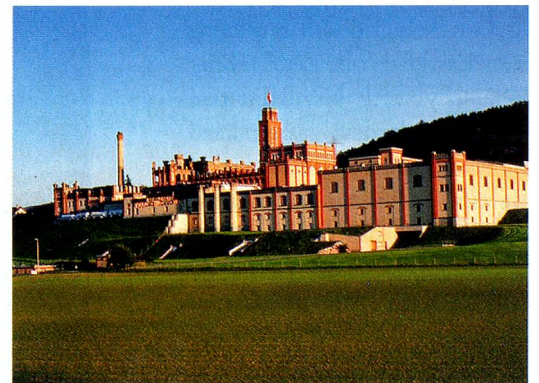
Fribourg 1979: Manual work on the production line, such as the quality control of marshmallows here at Villars, is still commonplace today at chocolate factories



Biel 1998: Whether for sundials, clocks, pocket watches or wristwatches, accurate timekeeping requires maximum precision from watch and clock manufacturers, as in this photograph taken at Omega



Zurich 1989: Escher Wyss was taken over firstly by Schmidheiny and then by Sulzer



Rheinfelden 1990: The Feldschlösschen bottling plant constructed in 1974 in the famous castle style of this leading brewery