



**Günter Bischof
Hans Petschar**

The Marshallplan

Saving Europe
Rebuilding Austria

ISBN 978-3-7106-0169-9

€ 49,90

Size 24 x 30 cm

336 pages, approx. 350 illustrations

Hardcover

June 21, 2017

Press Office:

Friederike Harr

f.harr@brandstaetterverlag.com

T ++43-(0)1-5121543-232

F ++43-(0)1-5121543-231

On June 5, 1947, George C. Marshall delivered a speech in Harvard that was to change the world. With that speech, the U.S. Secretary of State and close confidant of President Truman ushered in the European Recovery Program (ERP), which soon burgeoned into the most successful political project in U.S. and European history. Underwritten by the American taxpayer, an unbelievable \$14 billion was made available between 1948 and 1952 for the Marshall Plan, money that continues to have multiple benefits for Austria's state, economy and society. Balancing text and pictures to great effect, Günter Bischof and Hans Petschar tell the success story of the Marshall Plan and its undiminished vitality.

Die Autoren

Günter Bischof was educated in Austria and the United States. He received his PhD in American History from Harvard University. He is the Marshallplan Professor of History at the University of New Orleans and the Director of its „The Austrian Marshall Plan Center for European Studies.“ He has published in the history of World War II and the Cold War, and more specifically on U.S. – Austrian relations and Austrian immigration to the U.S. in the 20th century.

Hans Petschar is a historian, picture archivist and librarian at the Austrian National Library, where he is the director of the Picture Archives and Graphics Collection. He served as the visiting Marshall Plan Chair at the University of New Orleans (2016/17). He has published on the late Habsburg Monarchy, World War I, and the post-World War II.

The first comprehensive documentation of the most successful project of post-war economic policy

Unique, hitherto unpublished photos

The book to mark the anniversary: 70 years of the Marshall Plan

Brandstätter