

Editorial



Dear Reader

We currently live in a global information society made possible by the computer. All it takes is a data processor, keyboard, screen and modem to gain access to an infinite supply of knowledge on every subject, from every corner of the world. And therein lies the dilemma as the search for appropriate information can frequently lead to losing one's way in the labyrinth alongside the unimportant, the trivial and the useless.

We believe that a periodical such as Pearls of Switzerland, with its broad range of themes, apt, well-researched text and beautiful images offers a comprehensive and first class source of knowledge on the subject of Switzerland.

Now in its ninth edition, Pearls reports widely and entertainingly about our country, an attractive location at the heart of Europe for travellers, business people and those interested in culture. Many themes are covered: culture, science, the economy, sport and art, amongst others.

So immerse yourself in this well of information which separates the wheat from the chaff and describes – in many facets and from a variety of perspectives – CH, the Confoederatio Helvetica.

I wish you much enjoyment

Theodor Heutschi
Publisher