



# **From Recruiting Slogan to Air Force Motto: The Evolution of Aim High ... Fly, Fight, Win! (Paperback) - Common**

*By (author) Matthew J Lloyd*

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On October 8th of this year, the Air Force announced the selection of its new motto: "Aim High -- Fly, Fight, Win." This completed several months of research to find a service unifying rallying cry similar to the Marine Corps' "Semper Fidelis." This announcement came on the heels of terminating the Air Force's "Above All" recruiting campaign. "Above All" was seen by many as not just a recruiting p...

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