

## **Switzerland does not only have the best water but consistently ranks as No 1 in 'best country' !**

With its reputation for political neutrality, peaceful civility, and purveying the finer things in life, it should come as no surprise that Switzerland has once again topped the U.S. News and World Report Best Countries list.

But it's more than just gorgeous mountain vistas, delicious chocolates, and precision watches that make Switzerland seem like utopia. The country of nearly 8.7 million people has a robust economy, very high standard of living, extremely low crime, and a sense of social harmony.

"You can't say a negative word about Switzerland," Wharton marketing professor David Reibstein, who helped create the rankings, said in an interview with Wharton Business Daily. "Switzerland is sort of positive on everything. They are clearly viewed as this neutral country, so while the world is in turmoil, Switzerland is at peace."

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