

The book was found

The Rolex Story



Synopsis

The "brand with the crown" is recognized worldwide as an invaluable sports implement and luxury product. This book traces the manufacturer's development from the 1920s, when it began its steady rise to unprecedented international appeal, to the present. Explore the ingenious innovations in technology and marketing behind the prestigious company's swift success. Browse the images and devour the historical and technical details of some of Rolex's most reliable models: the Submariner, on which divers depend to get them safely back to the surface; the Cosmograph and Yachtmaster that auto-racers and boat captains trust for their precision and durability. Get the latest reports and performance tests results on Rolex items: rugged or elegant; classic or contemporary. From the beginning, the sponsorship of statesmen, movie stars, and athletes has driven its success, but Rolex has since expanded to include more than just the rich and famous.

Book Information

Hardcover: 144 pages

Publisher: Schiffer Publishing, Ltd.; 1 edition (July 11, 2014)

Language: English

ISBN-10: 0764345974

ISBN-13: 978-0764345975

Product Dimensions: 1 x 9.5 x 12.5 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviews Â (20 customer reviews)

Best Sellers Rank: #76,141 in Books (See Top 100 in Books) #4 in Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Clocks & Watches #19 in Â Books > Business & Money > Industries > Fashion & Textile #1708 in Â Books > Textbooks > Business & Finance

Customer Reviews

As a rolex collector (12+ watches) this is an invaluable book on history, date-coding and internals as well as design to build stories- I loved every single page... If you are a Rolex owner you can obviously afford this book... You will feel a lot better than a Patake owner after opening this and you should set some time aside as I read it cover-to-cover and blew off a meeting as I was so enthralled in the book!!! Great writing- even where it stings... It's a great book to add to your collection as a Rolex owner or potential buyer. I'm biased owning many but I also have Cartier, and several other 10K+ watches..... Just a great read cover to cover- It's a great addition or gift to a Rolex owner!!!

My review title said it all. I learnt more in this book than all piecemeal data I acquired before despite my keen interest in this brand. The quality of the printing paper and the photos are exceptionally high. I guess Rolex might have sponsored part of publishing cost. Value for money. Recommended!

Needs a second addition as it does not have any models past 2008. But for story and history it is very interesting.

I purchased this for my husband who happens to own quite a few Rolex watches. He has found it informative, but didn't say it was outstanding.

Everything you ever wanted to know about the history of Rolex and the models. A great gift for the Rolex enthusiasts and collectors. I bought this as a gift for a Rolex enthusiast and he loved it. The watch pictures in the book are great quality.

If you're a Rolex fan, just buy it. It's a coffee table type book with lots of great pics and history. Great buy for the price, really a no brainer.

This is just a so-so publication about the brand. Rolex has NEVER released a publication about itself, and this is one of many that try to capture the essence of the Rolex mystique, but it just doesn't quite succeed. It has useful information for the Rolex novice, but experienced Rolex fans, save your cash and look elsewhere. Buy it if you must, but it isn't that rewarding a read as it doesn't touch upon anything new.

A real disappointed. The design is absolutely terrible and the content misses significant historical developments of the company, its products, and its history.

[Download to continue reading...](#)

The Rolex Story An Invisible Thread Christmas Story: A true story based on the #1 New York Times bestseller The Story of the World: History for the Classical Child: The Modern Age: Audiobook (Vol. 4) (Story of the World) (v. 4) The Story of the World: History for the Classical Child: The Modern Age: Tests and Answer Key (Vol. 4) (Story of the World) The Story of the World: History for the Classical Child: The Middle Ages: From the Fall of Rome to the Rise of the Renaissance (Second Revised Edition) (Vol. 2) (Story of the World) The Story of the World: History for the Classical Child: Early Modern Times: Tests and Answer Key (Vol. 3) (Story of the World) The Story of the World:

History for the Classical Child: The Middle Ages: Tests and Answer Key (Vol. 2) (Story of the World)
The Story of the World: History for the Classical Child: Ancient Times: Tests and Answer Key (Vol. 1) (Story of the World) The Story: The Bible as One Continuing Story of God and His People (Selections from the New International Version) User Story Mapping: Discover the Whole Story, Build the Right Product A Spin on the Past: The Origin Story of the Modern American Toy Industry, as it Occurred in Akron, Ohio, Including the Story of S.C. Dyke and the First Mass-Produced Toy - Clay Marbles The Power of Story: Change Your Story, Change Your Destiny in Business and in Life Ducati 2-Valve V-Twins: The Complete Story: The Complete Story Kathy's Story: The True Story of a Childhood Hell Inside Ireland's Magdalen Laundries My Father had this Luger... A true story of Hitler's Greece: A true story of Hitler's Greece Texas Tragedy: The Story of Priscilla Davis: A True Story of Money, Murder and Survival Minecraft: Diary of a Minecraft Shulker (Minecraft, Minecraft Shulker Story, Minecraft End, Minecraft Ender, Minecraft Pigman, Minecraft Short Story, Minecraft Nether) Minecraft: Story Mode: The Battle Against Wither Storm (Minecraft Story Mode Book 2) Childrens picture book:"BRUCE THE MOOSE & BO":Bedtime story:book for kids(Beginner readers)values(Funny)Rhymes(Animal story series)Early learning:Preschool ... 1(Children 4-8)Adventure Education Children's picture book:"BRUCE THE MOOSE & JENNY"(Bedtime story)Beginner readers level 1(values)Funny(Rhymes)read along-Animal story:Mammals book,Early ... Preschool(book for kids)Children's 4-8

[Dmca](#)