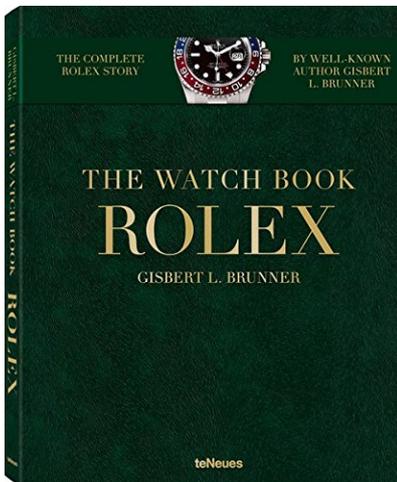


[PDF] The Watch Book Rolex

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Books Details:

Title: The Watch Book Rolex

Author: Gisbert Brunner

Released: 2017-08-15

Language:

Pages: 220

ISBN: 3832769188

ISBN13: 9783832769185

ASIN: 3832769188

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Description:

No doubt about it, Rolex is a chronometric legend. The company was founded in 1905 by Hans Wilsdorf, a Bavarian marketing genius who focused on innovation. Watch enthusiasts have Wilsdorf to thank for many outstanding models and technical advances, including the first officially-certified wristwatches, the waterproof *Oyster* housing, the *Datejust*, and sports watches like the *Submariner* diver's watch, which dates back more than fifty years.

Although this book gives the company's incredible tradition its due, it also devotes ample space to the present. Crafted in-house to exacting specifications, Rolex's breadth of timepieces combine the utmost in sophisticated luxury with advanced precision. All this and much more is yours to enjoy in the third volume of the successful *The Watch Book* series.

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