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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

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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.

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