



# The Watch Book Rolex

New, Extended Edition

Gisbert L. Brunner

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- Updated content including the latest Rolex watches
- Extended edition of the best-selling reference work by wristwatch expert Gisbert L. Brunner

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 50 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.

Text in English, German and French.