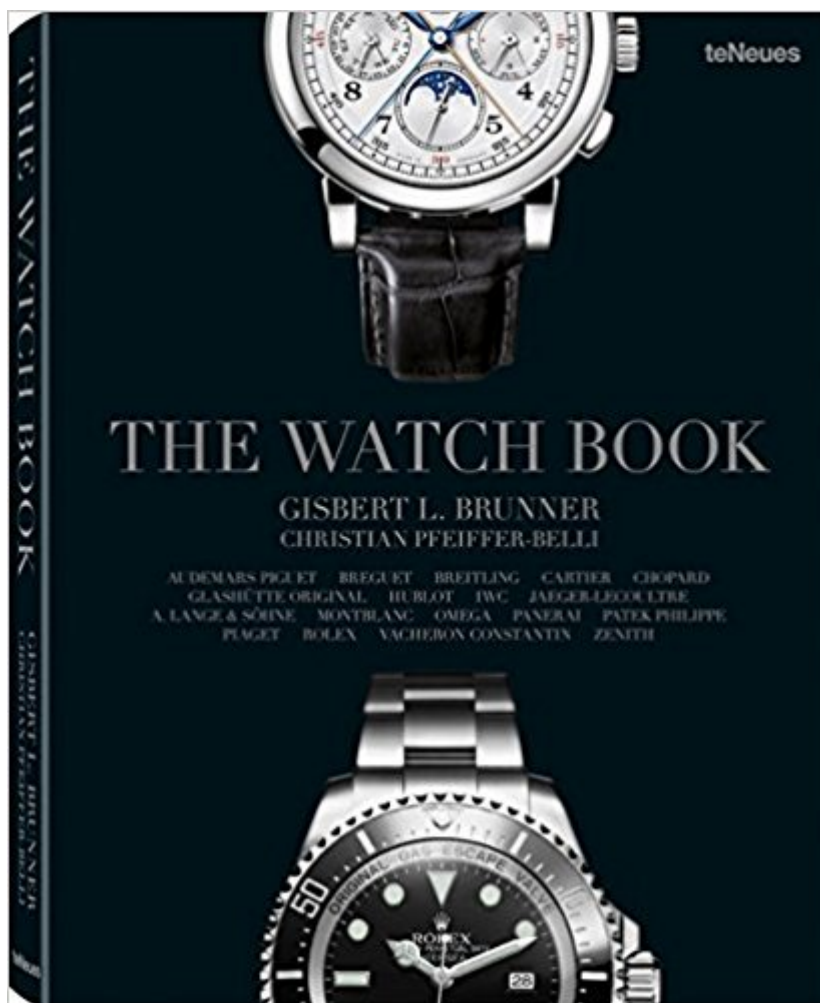


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The Watch Book



Synopsis

Few objects combine function, elegance, and status as well as a wristwatch. One's choice of chronograph reveals a great deal because it shows the value we place on the most precious resource of all-time. A blend of precise mechanics, craftsmanship, fine materials, and innovation distinguishes the truly superlative examples. In *The Watch Book*, readers can feast their eyes and minds on a magnificently-illustrated and well-documented chronicle of the world's best timepieces. First, we're treated to a brief discussion of the meaning of time and its measurement by ticking sets of gears and hands. Next we delve into more than 18 premium manufacturers, including Patek Philippe, Rolex, and Cartier. These biographies of the most important names in top-end timekeeping trace the progressive development from their earliest days right up to the latest innovations and current models. We explore just what makes these houses outstanding, learning about the remarkable breakthroughs that established them as the *cr f me de la cr f me* of the European watch industry.

Book Information

Hardcover: 256 pages

Publisher: teNeues (October 15, 2015)

Language: English

ISBN-10: 3832798587

ISBN-13: 978-3832798581

Product Dimensions: 10.2 x 1.3 x 12.8 inches

Shipping Weight: 5 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 9 customer reviews

Best Sellers Rank: #71,034 in Books (See Top 100 in Books) #8 in [Books > Arts & Photography > Photography & Video > Lifestyle & Events > Lifestyle](#) #21 in [Books > Engineering & Transportation > Engineering > Electrical & Electronics > Electronics > Microelectronics](#) #122 in [Books > Arts & Photography > Graphic Design > Commercial > Fashion Design](#)

Customer Reviews

Gisbert Brunner, born in 1947, has been working with wristwatches, pendulum clocks, and other precision timekeeping instruments since 1964. During the quartz watch crisis in the 1970s, he discovered a new love for mechanical timepieces as well. His talent and passion for collecting chronographs led him to publish his first articles on the subject in magazines including GQ, ZEIT

Magazin and Chronos in the 1980s. He has since written more than 20 books about every aspect of the field.

great book for watch lovers. great history and insight on all the great brands. def a book to own if you are into PP, AP, CARTIER, VC AND OF COURSE ROLEX.Marlon

Great book

Beautiful photos, interesting information. This was a gift for my watch collector son, he was very happy to receive it.

definitely a great read and i've learned alot

Excellent service and product meet expectations.

Excellent pictures and history. A must have for any watch enthusiast.

I really like this book. The photographs are absolutely incredible and perfectly fit the purpose of the book, to highlight the art of fine watchmaking. The only downside in my opinion is that the narrative about each manufacturer is a little shorter than I would have hoped. Also, since each chapter is in three languages, the book is not nearly as long as you may expect. Still, it is a great read for anyone interested in learning about the manufacturers of the finest time pieces.

Basically this is a picture book of timepieces, a celebration of eighteen of the world's top watchmakers and probably the only time I'll ever see these watches close-up. Each chapter starts with a brief illustrated history of the company (in English, German and French) and though interesting they are really written from a company PR perspective. This is followed by pages of superb photos, many of them huge close-ups of the watch face and these work particularly well with the skeleton models where it's possible to appreciate the design craftsmanship by looking through the watch. I thought the large size of so many of these photos reveals some interesting points. The chronometer watches obviously use capital cities around the globe but because there isn't one between the Azores and Rio the incredibly small island of South Georgia is frequently used or the Fernando de Noronha, Jaeger-LeCoultre just use H2O on their Reverso Squadra World Chrono.

Two of their other chrono watches have Donnington and Gaydon instead of London (GMT). I noticed that most companies don't seem to be able to get to grips with using clean, elegant type for the numbers, those on the Patek Philippe Calatrava Pilot look quite hideous. Easily the best looking solution is to use a thin line as so many do throughout the pages. A really nice thing about this book is the production, excellent matt art paper for 175 screen printing and the first-class photos from each companies marketing division. There must be some fairly strict guidelines from the companies about how to photograph their products in a studio because throughout the book they all have a uniform feel with controlled lighting and it looks like many of them have been shot minus the glass to avoid annoying reflections. As I said this is a visual celebration of the watchmakers art and there is a second volume that looks at twenty-two brands with a broader coverage than this first book's look at the top end of the luxury market.

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