

Label Printing For Beginners Baselworld

The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

"Rolex was established in 1908, a century ago, so one hundred years have passed from that day to the publication of this volume in which the author, John Goldberger, illustrates what he considers to be the 100 most beautiful examples ever produced. One hundred years of life, and one hundred examples, traced back through time thanks to painstaking research, with the collaboration of some of the most renowned collectors in the world, and photographed to show the characteristics of the movement, case and dial of each example in the best possible way. The top one hundred, we could say, also to narrow down the field of research, which would otherwise have been incredibly vast, to grasp the essence of a brand that has probably contributed more than any other to the development of the wristwatch. Giampiero Negretti Over 700 colour illustrations and 400 descriptions provide the collector and watch enthusiast with invaluable information on reference numbers, watchcases, faces, movements, related calibres and the year of production of each watch. The book is divided into seven chapters: Watches with a destiny; Oyster; Chronograph and moon phases; Oyster chronograph and moon phases; Datejust, Day-Date; Sport Models; Cosmograph."--BOOK JACKET.

- The first complete book dedicated to one of the most desirable chronographs of the 1960s, Chronomaster Aviator Sea Diver by NIVADA & CROTON Chronomaster Aviator Sea Diver: this singular name belongs to one of the most original professional watches of the 1960s, combining an unparalleled number of functions with a timeless design. Created in 1961, this chronograph was produced for around ten years under several brand names, through a partnership between the Swiss company NIVADA SA and the American firm CROTON WATCH CO. This led to some of its dials bearing probably the most complicated name in watchmaking history: CROTON NIVADA GRENCHEM Chronomaster Aviator Sea Diver. Thanks to the authors' trademark rigorous methodology, the signature of the 'ONLY' reference works, this book reveals the incredible diversity of the Chronomaster models. It is intended both as an initiation for connoisseurs of exceptional watches and as a reference guide for collectors. This legendary watch will doubtless thus regain the place it deserves among the most desirable 1960s chronographs. Also available in the series: Moonwatch Only ISBN 9782940506170 Flightmaster Only ISBN 9782940506200

This book is structured around a comprehensive five stage managerial model of international marketing decision making at all stages of the enterprise life cycle. It is based on the most recent research.

Vendome Square No.71

Watches Inspired by Automobiles, Motorcycles, and Racing

Chronograph Wristwatches

Fashion

#810 HCA New York Comic and Comic Art

The Watch, Thoroughly Revised

60 Years of OMEGA Speedmaster

Organized according to the product development and marketing process accepted in the fashion industry, the new edition of this introductory text follows products from design concept through to consumer purchase. This complete coverage includes a complete description of global influences on the entire fashion industry.

A revealing and gripping investigation into how social media platforms police what we post online--and the large societal impact of these decisions This engaging and richly illustrated book comprehensively examines the life and art of David Wojnarowicz (1954-1992), who came to prominence in New York's East Village art world of the 1980s, actively embracing all media and forging an expansive range of work both fiercely political and highly personal. First displayed in raw storefront galleries, his work achieved national attention at the same moment that the AIDS epidemic was affecting a generation of artists, himself included. In a thoughtful overview essay, David Breslin looks at the breadth of the artist's work as well as Wojnarowicz's broad range of interests and influences, situating the artist in the art-historical canon and pushing beyond the biographical focus that has characterized much of the scholarship on Wojnarowicz to fully assess his paintings, photographs, installations, performances, and writing. A close examination of groups of works by David Kiehl sheds new light on the artist's process and the context in which the works were created. Essays by Julie Ault, Gregg Bordowitz, C. Carr, Marvin Taylor, and National Book Award finalist

Hanya Yanagihara investigate the relationship between artistic production and cultural activism during the AIDS crisis, as well as provide a necessary accounting and close evaluation of divergent practices that have frequently been subsumed under broad labels like "East Village," "queer," "postmodern," and "neo-expressionist."

The definitive book for the collector of mechanical wristwatches includes complete information on over 1,700 models, including prices.

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Co.????????2013????????CHOPARD????Green Carpet????Responsible Jewellery Council, RJC????????The New York Collection????HARRY WINSTON????The New York Collection ?????•••????718????CHANEL?CHAUMET?CHOPARD?PIAGET????TASAKI????Prabal Gurung

International Marketing Strategy

Hello Goodbye Hello

The Rolex Story

??? ?71?

Drive Time Deluxe Edition

Authenticity

Moonwatch Only

-A new edition of this definitive book, marking the 60th anniversary of the Speedmaster -Includes new features and additional historical information "The OMEGA Speedmaster Professional - the Moonwatch - has done things that no other timepiece has done and it has been worn in places that only a few human beings have been." - Captain Eugene Cernan, last man on the moon "It is an indescribable reference work and a true must-have for every Speedmaster collector." - Forbes There are very few timepieces in the world that deserve a definitive and comprehensive book. The OMEGA Speedmaster Professional Moonwatch is one of them. Initially designed for automobile racing teams and engineers, the Omega Speedmaster embarked on a very different trajectory when NASA chose it to accompany astronauts heading for the Moon in 1965. Its

involvement in the space adventure has propelled the Moonwatch to the top of the list of celebrated timepieces. After years of research and observation, the authors present a complete panorama of the Moonwatch in a systematic work that is both technical and attractive, making it the unparalleled reference book for this legendary watch. This new edition, marking the 60th anniversary of the Speedmaster, has been enriched with numerous new features and additional historical information.

Contents: Foreword by Raynald Aeschlimann, President and CEO of OMEGA; Foreword by Captain Eugene Cernan, Commander of Apollo 17; Why a Speedmaster Moonwatch guide?; Part 1 - Speedmaster History; 1, Major Dates; 2, Speedmaster and NASA 25; Part 2 - Main Components and Accessories; 1, An Original Approach; 2, The Caliber; 3, The Caseband; 4, The Dial; 5, The Bezel; 6, The Hands; 7, The Caseback; 8, The Crown; 9, The Pushers; 10, The Glass; 11, The Bracelet; 12, The Presentation Box; 13, The Documents; Part 3 - The Models; 1, Introduction; 2, Standard Production; 3, Special and Limited Series; 4, Personalized Models and Special Projects; 5, The Alaska Project; Part 4 - 60 Years of Innovation; Part 5 - How to Start Collecting Speedmasters; 1, Budget; 2, Choosing a Model; 3, Sales Channels; Part 6 - Appendices; 1, Model Codes; 2, Tables & Bibliography; 3, Contributions; 4, Identification Aid

Patek Philippe The Authorized Biography Wristwatch Annual 2008 The Catalog of Producers, Models, and Specifications Abbeville Press

The Watch is the most popular book on vintage and contemporary mechanical watches, appealing to both beginners and experts. In the decade since it was published, the international audience of watch lovers and watch collectors has grown exponentially. It's time for The Watch, Thoroughly Revised. For this new edition, the original author, Gene Stone, is joined by Stephen Pulvirent of Hodinkee.com. Together, they have thoroughly revamped the book to reflect the current state of the watch world, with the addition of new brands, new models, and more focused and nuanced coverage of the traditional brand leaders, including Rolex, Patek Philippe, Omega, and TAG Heuer.

Wise Family Business aims to help families in business to identify new and better ways of achieving longevity, sustainability and performance. The book presents ground-breaking new insights and practical examples from a range of growing family businesses in which the owning families are visible and, in most cases, have branded the business with their family name. This comprehensive and important study explores how family identity has the power to tie together families in business and leverage their values when developing and sharing the owner's vision with their stakeholder communities. Developing a family business identity is key when building and managing an authentic, recognizable and trusted brand. It argues that family businesses that have successfully translated strong identities into strong brands are not only perceived as attractive employers but also add meaningful value to the business over generations.

The Watch Book Rolex

44 Works

Family Identity Steering Brand Success

The Art of Breguet

You Can Only Yell at Me for One Thing at a Time

Rolex Day-Date

A fantastic reference work for the novice or the seasoned watch enthusiast-Fully illustrated with 470 color photographs-Brand-Agnostic. Features a vast array of timepieces from over 90 manufacturers-Despite the functional obsolescence of the mechanical wristwatch (our phones and computers tell more accurate time) the early 21st Century has seen a boom in the development, production, and appreciation of all things horological. Whether it is presented to the collector as an alternative investment, as a feat of micro-mechanical technology, or as a showcase of artisanal mastery, the mechanical wristwatch has never possessed more forms, functions or facets than it does today. The Wristwatch Handbook is written from the epicenter of a renaissance, a place in time between the Quartz revolution and the rise of the smart device - where the mechanical wristwatch is the antidote to the microprocessor and the permanent buzz of your inbox. From the multi-axis tourbillon, to the split-second chronograph, to the sidereal sky chart, The Wristwatch Handbook covers it all and does so with more than 470 rich illustrations from over 90 of the World's leading brands.The book is separated into two sections. The first section provides the reader with a comprehensive understanding of the mechanical movement. Its chapters explore power, transmission, distribution and regulation illustrating the basic concepts before considering the innovation and complexity that takes place further toward the cutting edge. From the fifty-day power reserve, to the constant force mechanism, and the 1,000Hz mechanical escapement, section 1 will allow the reader to understand and appreciate what is happening beneath the dial of their watch. Section two allows the reader to take this understanding and apply it to the vast range of complications (functions) that exist in modern horology. Each chapter showcases a distinct category of complication. For example, the regatta timer, pulsometer, and monopusher chronograph join a host of others in a chapter entitled 'Recording Lapses of Time'; The power reserve indicator, dynamograph, and crown position indicator are featured in a chapter for 'Power and Performance Indication'; The moon phase indicator, annual calendar, and planetarium can be found in the 'Astronomical Complications' chapter. Once the functional categories are exhausted, the final three chapters explore whimsical complications that have little regard for practical function, novelty time indication, and the 'super-complicated' watch - a rare breed of timepiece that houses an intimidating host of complications featured throughout the book. Upon completion of The Wristwatch Handbook the reader will be able to identify even the most exotic complication from across the room, and be able to share their appreciation and understanding of what makes it so useful and compelling. The Wristwatch Handbook is "brand agnostic", using only those watches that most aptly illustrate the given subject-matter. As a consequence the book places equal emphasis on the classic and the cutting edge, on watches produced in large volume or exclusive runs, by industry-leading technology or at the hand of a master. In doing so the book provides an unparalleled range of watches from over 90 brands, allowing the reader to determine for themselves which brands, complications, and styles they will build their collection from.

Hundreds of photographs illustrate this outstanding look at the history, development, and identification of wrist chronographs-mechanical wristwatches that, in addition to their normal clockwork, have a mechanism that allows them to time short-term events. Both the technological and design achievements are explored and celebrated. A price guide is included for collectors.

Contrived. Disingenuous. Phony. Inauthentic. Do your customers use any of these words to describe what you sell—or how you sell it? If so, welcome to the club. Inundated by fakes and sophisticated counterfeits, people increasingly see the world in terms of real or fake. They would rather buy something real

from someone genuine rather than something fake from some phony. When deciding to buy, consumers judge an offering's (and a company's) authenticity as much as—if not more than—price, quality, and availability. In Authenticity, James H. Gilmore and B. Joseph Pine II argue that to trounce rivals companies must grasp, manage, and excel at rendering authenticity. Through examples from a wide array of industries as well as government, nonprofit, education, and religious sectors, the authors show how to manage customers' perception of authenticity by: recognizing how businesses "fake it;" appealing to the five different genres of authenticity; charting how to be "true to self" and what you say you are; and crafting and implementing business strategies for rendering authenticity. The first to explore what authenticity really means for businesses and how companies can approach it both thoughtfully and thoroughly, this book is a must-read for any organization seeking to fulfill consumers' intensifying demand for the real deal. There is a peculiar dissonance in innovation research. On the one hand, the label innovation is applied to almost everything: new products, processes, services, methods, techniques. Even the diffusion of innovations to all spheres of society is called innovation. On the other hand, we find that the main focus of innovation research is still on bringing technology to market. This dissonance provoked the central questions discussed at the 2nd International Conference on Indicators and Concepts of Innovation (ICICI 2008) on «Non-technological and non-economic innovations and their impact on economy» hosted by the Competence Centre for Management at the Berne School of Business and Administration: What forms and dimensions of non-technological and non-economic innovations can nonetheless be found both theoretically and empirically? What impact do these innovations have on the economy? Are there actually innovations without a non-technological and non-economic dimension, viz. purely technological or economic innovations? Consisting of selected answers to these questions, this volume presents international scholarly approaches beyond the «technology goes economic market» mainstream of innovation research. They are integrated in a theoretical framework for the analysis of socially robust innovations, i.e. innovations that succeed on more than one market and are therefore both more sustainable and more profitable. The 2nd International Conference on Indicators and Concepts of Innovation (ICICI 2008) has been supported by the SCOPES programme of the Swiss National Science Foundation.

When Art Meets Money

Water Born

IWC Schaffhausen

A Critical Comparison of the Dutch, Scandinavian, Swiss, Australian and Irish Cases Versus Germany and the US

A Circle of 101 Remarkable Meetings

The Authorized Biography

History Keeps Me Awake at Night

Using real-life product design cases, the author explains the importance of design in product development, from the secrets of achieving harmony and elegance to the impact of computer-assisted modeling on modern design. Illustrations.

Edward Hopper holds an important place in twentieth-century American art. In his scenes of urban and rural life--canvases that reveal his rare, highly focused technical accomplishment and his deep psychological penetration--he created indelible images that often convey the loneliness of persons within their environment. Highly individual, instantly recognizable, his works are among the most esteemed in collections of American art. The Whitney Museum of American Art is the biggest repository of works by Edward Hopper. In its collection are a

large number of Hopper drawings, powerful works that teach us not only about Hopper's technique and vision but also about the art of drawing itself. This book presents 44 major Hopper drawings, executed in crayon, charcoal, pencil, and other primarily monochromatic media, most of them reproduced directly from originals in the museum's collection. Some of these compelling works are studies for paintings. Many reveal familiar Hopper territory: Manhattan streets, a lighthouse on the Atlantic seacoast, the rural Northeast, and more. This inexpensive edition offers a wonderful opportunity for artists and art lovers to study the unique range and evocative power of Hopper's draftsmanship. Those mastering and refining their drawing skills will discover in these pages a rich source of inspiration and instruction. Dover (1989) original publication.

Whilst living in the Balearic island of Ibiza, an island renowned for the healing properties of its water, world-renowned photographer, Hugh Arnold, was moved to follow a new direction in his work. Inspired by the limitless possibilities of the three-dimensional, weightless medium of underwater photography, he embarked upon a 12-month adventure that would see him travel the world to explore man's relationship with the sea. Arnold began his journey in Australia, but cold Antarctic currents, poor visibility, box jellyfish and sharks all conspired to push Arnold further afield to Fiji where he shot until storms made diving impossible. Then, lured by the Tuna rearing pens in Gozo, an island off Malta, he travelled there to complete his mission. The result is this luxurious 368-page book, which takes us on a journey to explore the ocean, and ourselves, in a totally new way. It is an evocative and breath-taking volume that reflects the ocean as a feminine element, captured in Arnold's stunning images of underwater nudes. Immersed in the playfulness and sensuality of water, the swimmers, Nika Lauriatis and Polina Barbasova, express the cycles of Woman through fluidity of movement: the womb's embrace, growth, discovery, sexuality, and of course, beauty. Arnold's work provokes and invokes. It arouses reflection and understanding of man's connection to a greater and larger world.

This book tackles the history of the Swiss watch industry in a global perspective: it gives particular attention to rival nations such as the United Kingdom, the USA and Japan. The author demonstrates how Swiss watchmakers succeeded in facing various challenges: the industrialization of production at the end of the 19th century, the delocalization of production in the interwar years and globalization since the 1960's. These challenges helped Switzerland to maintain and strengthen its position as a leader on the world market. This study shows how innovation and new technologies, the industrial policy of the Swiss authorities, the industrial district organization and the relations with trade unions explain the worldwide success of the Swiss watch industry.

Sharks Collectors Edition

The Joseph Bulova School of Watchmaking Training Manual

Contributions to a Theory of Robust Innovation

**Omni-personal Luxury
Watches Tell More Than Time
The Catalog of Producers, Models, and Specifications
100 Superlative Rolex Watches**

The last year's Retail Market Study reached 20'000 readers. This year we covered 145 Shopping Cities, 500 Shopping Malls, 750 High Streets, 1'000 Retailers & 2'000 Store Openings on 976 pages.

A thoroughly updated and deluxe edition of the first monograph of its kind to explore 120 years of automotive-inspired timepieces. Drive Time, Sea Time, and Air Time comprise the first horological lifestyle trilogy to survey high-performing timepieces through the lenses of the cars, ships, and planes that inspired them. With curated new watches to reflect ever-more sophisticated time-pieces and horological expertise, this deluxe third edition of Drive Time is a modern, distinctive update to the series. Housed in a handsome slipcase, Drive Time Deluxe Edition focuses on the iconic racing chronographs of the mid-twentieth century, such as the Rolex Daytona, Omega Speedmaster, and TAG Heuer Carrera and Monaco, through current timepieces from Chopard Mille Miglia, Breitling by Bentley, Porsche Design, and IWC Mercedes-Benz AMG collections. In celebrating two great twentieth-century inventions—the mass-produced automobile and the wristwatch—Drive Time is perfect for lovers of timepieces, cars, and deluxe style.

A luxury volume with superb photographs and lively written texts on the IWC brand and the watches.

The Art Basel is more than just a fair in the commercial sense of the word, more than a temporally and spatially concentrated gathering of dealers offering their goods for sale to interested buyers. It is at the same time the site of a display of "holy" goods in the presence of thousands and thousands of believers, a pilgrim's goal for the ritualized adoration of modern and contemporary art. It is also, and for precisely this reason, the decisive witness of the upheaval marking a radical change in that relationship between "art" and "money" - with all the consequences, not least for the evaluation of what is to be regarded as genuine art. The present study, the result of several years of sociological field work, attempts to draw a picture of this change as perceived by the participants, the organizers of the fair, the gallerists, collectors, curators, art consultants and artists, as a central problem of the contemporary art scene. The authors, members of a research group of the University of St. Gallen, present in *When Art meets Money* a detailed study of the practice of the contemporary picture market, drawing upon Pierre Bourdieu's influential sociology of art.

**A Comprehensive Guide to Mechanical Wristwatches
From Jacques David to Nicolas Hayek
The Ultimate Omega Speedmaster Guide
HNAI Portland ANA**

**Hopper Drawings
Heritage Vintage Movie Posters Signature Auction #601**

In this beautifully designed book, Roversi presents for the first time his nudes of the luminous faces of our times--an exquisite work from one of today's most famed photographers. 50

quadratores.

The perfect Valentine's Day or anniversary gift: An illustrated collection of love and relationship advice from New Yorker writer Patricia Marx, with illustrations from New Yorker cartoonist Roz Chast. Everyone's heard the old advice for a healthy relationship: Never go to bed angry. Play hard to get. Sexual favors in exchange for cleaning up the cat vomit is a good and fair trade. Okay, not that last one. It's one of the tips in You Can Only Yell at Me for One Thing at a Time: Rules for Couples by the authors of Why Don't You Write My Eulogy Now So I Can Correct It: A Mother's Suggestions. This guide will make you laugh, remind you why your relationship is better than everyone else's, and solve all your problems. Nuggets of advice include: If you must breathe, don't breathe so loudly. It is easier to stay inside and wait for the snow to melt than to fight about who should shovel. Queen-sized beds, king-sized blankets. Why not give this book to your significant or insignificant other, your anti-Valentine's Day crusader pal, or anyone who can't live with or without love?

A collection of whimsical true encounters between famous and infamous individuals describes the unlikely meetings of Marilyn Monroe with Frank Lloyd Wright, Michael Jackson with Nancy Reagan and more. 35,000 first printing.

Informative text and hundreds of photos are a fitting testament to the world-renowned Rolex brand. Respected wristwatch expert and historian Gisbert L. Brunner shares his extensive subject knowledge once more. A must-have for watch collectors, enthusiasts, and anyone wishing to become one.

Nudity

Encounters at the Art Basel

Wristwatch Annual 2008

To Stop Time

Product Design, Information, and the Quest for Elegance

Non-technological and Non-economic Innovations

What Consumers Really Want

Why did some economies experience a boom in the 1990s? Discussing this crucial question, Employment 'Miracles' comparatively analyzes select "miracle" economies. The contributors critically analyze how the small sizes and institutional structures of seven countries—including the Netherlands, Denmark, and Ireland—accounted for their success and their status as economic models. Comparisons to the American and German markets reveal how differing

policies—liberal versus corporatist/social democratic—determine job growth and levels of income inequality and poverty. The book also stresses the relevance of fortuitous circumstances such as the housing-price bubble. Employment 'Miracles' is an important resource for political scientists and economists in their study of national economies.

The brand with the crown is recognized worldwide as an invaluable sports implement and luxury product. In little more than one hundred years, it has become one of the most successful and innovative watch brands on the planet. Rolex manufactures more than a half a million wristwatches per year while maintaining an outstanding reputation and near-perfect quality. From the beginning, the sponsorship of statesmen, movie stars, and athletes has driven its success, but the company has expanded to include more than just the rich and famous. The Rolex Oyster became the first watch to defy the elements when, in 1927, Mercedes Gleitze wore one while she swam the English Channel. In 1933, the company patented the first automatic winding mechanism. Learn more about this history and read updated reports written about new Rolex ideas and performance tests featured in the German watch magazine Armbanduhren (Wristwatch) from the past 15 years.

March 17, 2004, Dallas, Texas Signature Auction catalog for Heritage Vintage Movie Posters (Heritage Galleries & Auctioneers). Contains 468 lot descriptions and each lot is pictured.

What is a beautiful watch? How do you make a good choice? "The Magic of Watches" explains how and why these little objects are so precious, fascinating and exciting. The Magic of Watches loves paradoxes: why a one-million-dollar watch might be less precise and more fragile than one that costs 15 dollars. The Magic of Watches comes back to the origins of the measurement of time: how did we go from the water clock to the wristwatch? The Magic of Watches dares to speak about technique: how does a mechanical movement work? How does a quartz watch work? The Magic of Watches delves into details: what is a "complication" and when do we speak about "chronometer"? The Magic of Watches likes art: how do we enamel a dial? The Magic of Watches is unique: it focuses in detail on the basics in order to understand and love watches better.

The Super-Chronograph by Nivada and Croton

David Wojnarowicz

Confessions of the Pricing Man

The Wristwatch Handbook

Patek Philippe

How Price Affects Everything

Wise Family Business

The third edition of this definitive and popular book, marking the 60th anniversary of the Speedmaster Now includes 17 new Speedmasters and an additional 120 new illustrations. Updated models, serial range, and popularity index make this a must-buy for collectors. "Moonwatch Only is certainly one of the best books ever written about a single watch model." - William Massena - Timezone.com "It is an indescribable reference work and a true must-have for every Speedmaster collector." - Forbes "This book sets a new standard. Not only for books on the Omega Speedmaster, but for watch books in general. I've never seen anything like it, and believe me when I tell you that I could fill an impressive sized wall with books on watches. Authors of other books or publishers should take a look at Moonwatch Only as well to see how it should be done." - Robert Jan Broer - FratelloWatches "The OMEGA Speedmaster Professional - the Moonwatch - has done things that no other timepiece has done and it's been worn in places that only a few human beings have been." - Captain Eugene Cernan, 'Last man on the moon' There are very few timepieces in the world that deserve a definitive and comprehensive book such as this one. The OMEGA Speedmaster Professional Moonwatch is one of them. Initially designed for automobile racing teams and engineers, the Omega Speedmaster embarked on a very different trajectory when NASA chose it to accompany astronauts heading for the Moon in 1965. Its involvement in the space adventure has propelled the Moonwatch to the top of the list of celebrated timepieces. After years of research and observation, the authors present a complete panorama of the Moonwatch in a systematic work that is both technical and attractive, making it the inescapable reference book for this legendary watch. This third edition marking the 60th anniversary of the Speedmaster has been enriched with numerous new features including a 16-page gallery of astronauts and their Speedmaster, QR codes to extend your exploration and a detailed story of a vintage Speedmaster.

PRESENTATION: ROLEX DAY-DATE, THE "PRESIDENT'S WATCH" The Rolex Day-Date is the first wristwatch which indicates the date and the day of the week. In 1956 Rolex presents one of its most successful and most popular watches ever: the Day-Date,. This model is one of the world's most famous Rolex watches; classic, beautiful, functional, useful and elegant. In 2008 a new chapter of this watch, the Day-date II (ø 41 mm) and in 2015 the

new Day-Date 40. Known as "President's Watch", this Rolex Day-Date has characterized and influenced the history of horology with developments and innovations during the years. With high definition unreleased images, technical details, dials variants, history and updated price of every model, this book analyses every reference from 1956 until today. TOPICS In this book the authors examine calibers, dials, cases, bracelets and many more components of every model. You'll find all dials with their variants of color (Stella dial) and material (lapis lazuli, root wood, meteorite, etc). Furthermore: the first Rolex Day-Date, 1800 series, "pie-pan" dials, 18000 series, personalized dials, special series, vintage advertisements, box, papers, Oysterquartz Day-Date, 18200 and 18300 series, Day-Date II, Day-Date 40 and much more. We can read from an official Rolex document: « THE BIRTH OF THE "DATEJUST" AND THE "DAY-DATE" Not satisfied with having realized a selfwinding waterproof watch, we decided to dedicate ourselves to studying the calendar watch. This is how the "Datejust", which clearly indicates the date on the dial in a small aperture with a Cyclops lens which enlarges it so as to make it easier to read, was born. The next stage was the launch of the "Day-Date", a perfected model which also indicates, with letters, the days of the week. The day and the date automatically change every evening at midnight. » These are the words of Roger Federer, a living tennis legend, about his Day-Date II: "The reason I like my Day-Date so much is because it is a legendary watch, elegant but with a certain spirit, with a touch of modernity added to its stylish black dial".

Agua Nacida

Engineering Time Since 1868

Rules for Couples

History of the Swiss Watch Industry

Chronomaster Only

The Magic of Watches

How to Transform your Luxury Business for the Digital Age