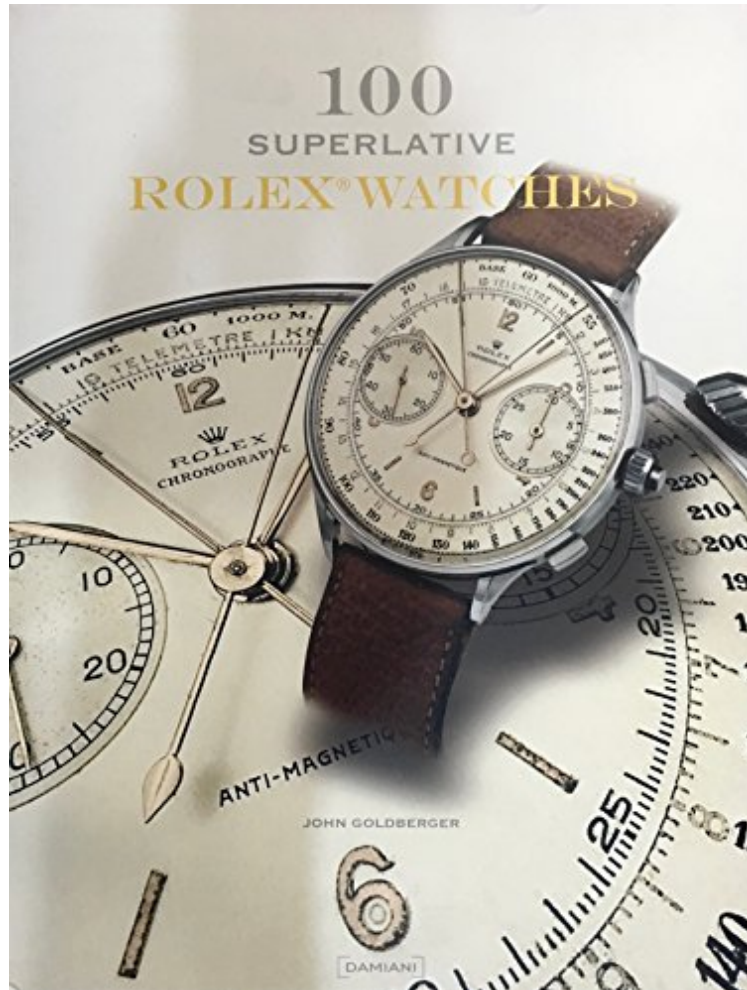


## 100 Superlative Rolex Watches

Giampiero Negretti

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The Rolex tagline, "an obsession with perfection," is upheld by the brand's popularity. Often copied but never surpassed, Rolex--headquartered in Geneva, Switzerland, with 28 affiliates worldwide and relying on 4,000 watchmakers in over 100 countries--has been the leading name in luxury watches and the symbol of exemplary performance and prestige for more than a century. John Goldberger, editor of *100 Superlative Rolex Watches*, has spent many happy hours browsing through watch shops, flea markets, conventions and auctions around the world for the past 35 years, collecting and studying vintage watches. In this well-appointed volume he presents comprehensive descriptions of 100 of the finest Rolex watches ever made and provides an extensive overview of Rolex's production, demonstrating the company's innovation in the technical and aesthetic evolution of watch design. More than 600 color illustrations and 400 descriptions provide the collector and watch enthusiast with invaluable information: reference numbers, casing, movement, relative calibers and year of production for each watch. The book covers many styles, including the earliest models, the Oyster, chronograph and moon phases, the sports model and the Daytona.