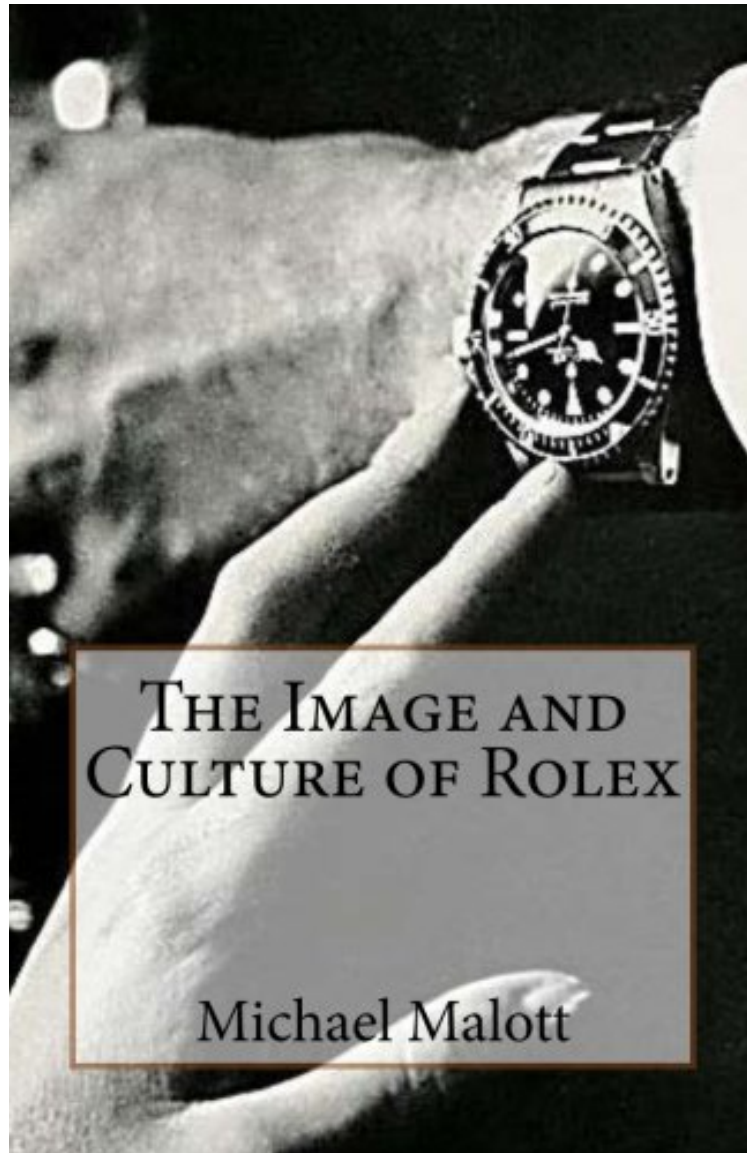


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The Image and Culture of Rolex

Michael Malott

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Michael Malott : The Image and Culture of Rolex before purchasing it in order to gage whether or not it would be worth my time, and all praised The Image and Culture of Rolex:

1 of 1 people found the following review helpful. Pure, PURE, crap.By ~Ghost Ryder~Please do not waste your money. Wanted to add another publication to my Rolex collection and thought this looked interesting. What a disappointment. All pictures are BELOW low resolution. Super blurry and do not annunciate the detail of Rolex

timepieces. It's gets more than zero stars because at least there is a one line description below most pictures. Truly an insult to Rolex.0 of 0 people found the following review helpful. EnjoyedBy Art FreakThought this book was cool because no where else am I going to see the personal Rolex watches of Elvis, Steven Tyler and a bunch of other celebrities. Also cool was the Rolex watches featured in James Bond movies.

THE IMAGE AND CULTURE OF ROLEX looks into the watches influence on modern culture and its high profile among the most influential and elite people in history. This book is a presentation of mostly full color photographs mostly taken during the 1970's and 1980's when Rolex made its peak as the choice of watch by that era's leading celebrities and public figures. The book also features vintage ads and photographs of the actual Rolex watch worn by Peter Fonda in the motion picture, Easy Riders and a 1949 Rolex watch which sold at auction for over \$1.2 Million Dollars and watches belonging to Elvis Presley, Steven Tyler, Johnny Cash and Eric Clapton.