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# The Watch



## Synopsis

The wristwatch is the only jewellery that most men will wear, although many would not want to call it that. A watch may be a practical device for the sole purpose of telling the time as accurately as possible, a complicated machine, a wearable design object, or a status symbol. Some watch wearers, like scuba divers or pilots, rely on their timepieces for safety and survival. Gene Stone's *The Watch* covers all these things and more. It ranges over the world of watches without prejudice, mixing the old with the new, and the expensive with the economical. It introduces the fifty major brands that any watch collector must be familiar with. Essential wisdom on buying, collecting, maintaining and wearing watches is provided. And an encyclopedic glossary offers a crash course in watch lore. Best of all are the more than 500 photographs of terrific watches, including remarkable details of dials and movements, and selected for their beauty and diversity from collections around the world.

## Book Information

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## Customer Reviews

A wish book, a luxury item--yes. But there are serious watch collectors abroad in the land who not only would enjoy honing their appreciation for timeless timepieces but also could stand to learn a thing or two more about their passion, and this gorgeously illustrated large-format book is the answer. True, this book is for men; women readers are welcome, certainly, but featured here are vintage and contemporary watches for men. Watch collector Stone supplies, based on his considerable research, profiles of the 50 brands, arranged in alphabetical order, which are his personal favorites. (Other collectors and enthusiasts, as he acknowledges, might select other brands to discuss--but, after all, this is his book.) Accompanying text imparts, in several short

paragraphs, the history of each brand; the beautifully photographed examples are absolutely breathtaking. Even readers who do not usually think of themselves as "watchies" will find it difficult to resist poring over these luscious pages. A general history of timepieces inaugurates the book and sets the informative and enthusiastic tone carried throughout. Brad Hooper  
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Gene Stone, who has been a Peace Corps volunteer, a screenwriter and a journalist, as well as a book, newspaper and magazine editor, has spent the last five years researching the watch business. The author of more than twenty-five books and an avid watch collector, he writes a column on watches for Travel + Leisure Golf Magazine.

When I bought this book, I was looking to replace a quartz watch that had given up the ghost. "The Watch" tantalized me with beautiful photos, profiles of the major marques, recommendations for some reasonably affordable, distinctive and extremely well made watches. Then it pointed me to the key web sites for the watch addicted, and it was all over for me. That was half a dozen somewhat expensive mechanical watches ago, and by now I've got my own favorite "manufactures," many other watch books and a watch jones that is barely under control. For the beginner, the book is a great place to start and get a very useful overview. For the watch aficionado, it is a wonderful little volume to return to from time to time and thumb through at your leisure to see old favorites, get a bit of history, see what Mr. Stone and some of the other contributors recommend and whether your taste runs along the same lines or not. There are also some interesting profiles of collectors, who tell how they got started and how their watch passion has evolved. Definitely a book to own.

I am a fan of luxury watches and this book is a marvel if you want to have great quality pictures and good reference information about the watches their history and the movements. I was a bit surprised by its size and quality it is a great book for your living room or just to enjoy on your weekends turning over the pages over the most advanced and luxurious pieces of fine machinery men have build with their hands. It contains reference of the main brands and their most representative models up to 2010, however most of these machines do not evolve as much as digital or other mechanical devices so its reference value can be sustained in the long term.

I found this book to be one of the most informative, easy to understand, loaded with excellent pictures, variety of horological subjects, etc. I recommend this book for anyone who loves watches

As is common on , I stumbled on this page, but the book is not new to me. A few years ago I began to collect watches. Like many, I did research. Besides magazines and the Internet I looked for books to help me understand and appreciate the different brands and their history. The Watch was one of the first books on watches I purchased and it remains one of my favorites. It had just enough history of watches and technical detail so that I wanted to learn more. The images were well-photographed and appropriate for the brands, although I didn't know that at the time. The author wrote well and has added enough social context and personal stories to give a flavor of the watch world that I was entering. From time-to-time I pull it out again for a concise description of a brand, why it is important and where it might be going.

My boyfriend is a watch fanatic so I bought this for him. He loved it. The pictures and info are great.

Watch collector husband loved it.

Well written, nice photos, and lots of useful information (history, glossary, and collecting / buying tips). Fifty brands are covered and undoubtedly some interesting ones are missing but given the number of wristwatch brands available, I don't feel it's reasonable to expect much more in one volume. One reviewer states that this book is nothing more than advertisements. This is simply not true as evidenced by some comments that are clearly critical of a specific brand. This book will make an excellent addition to any wristwatch lover's library. If you're looking for a book to cover many more brands, especially the more obscure, and you don't mind what clearly IS advertising, then try "2010 Wristwatch Annual" It covers what seems to be an endless number of brands with very nice photos, brand history, technical information and list prices. It also has some educational information which is quite useful to collectors and watch buyers in general,

Excellent book to add to my collection and love the way I could track it's progress.

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