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Tribut an eine Kultmarke

Rolex fasziniert. In etwas mehr als 100 Jahren ist der Kunstbegriff zur Markenikone gereift und heute eine der wohl profitabelsten Uhrenmarken der Welt. Das hat zweifellos mit von Anfang an gelungenem Marketing zu tun, mit Staatsmännern, Sportassen und Filmstars, die wie selbstverständlich eine Rolex tragen. So ist die Marke mit der Krone weltweit als Luxusgut anerkannt, obgleich derzeit pro Jahr in hoch effizienter Serienfertigung mehr als eine halbe Million Rolex-Uhren gebaut - und offensichtlich auch verkauft - werden. Der anhaltende Erfolg ist mit Marketing allein nicht zu erklären, dazu bedarf es Substanz. Und die liefert Rolex in Form von Produkten mit hervorragendem Wiedererkennungsgrad und nahezu perfekter Qualität. All diese Aspekte liefern der Redaktion der Zeitschrift ARMBANDUHREN immer wieder Stoff für Berichte, Neuvorstellungen und Tests. Das Wichtigste, was ARMBANDUHREN in den vergangenen 15 Jahren über Rolex geschrieben hat, lesen Sie - in aktualisierter Form - in diesem Buch.

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