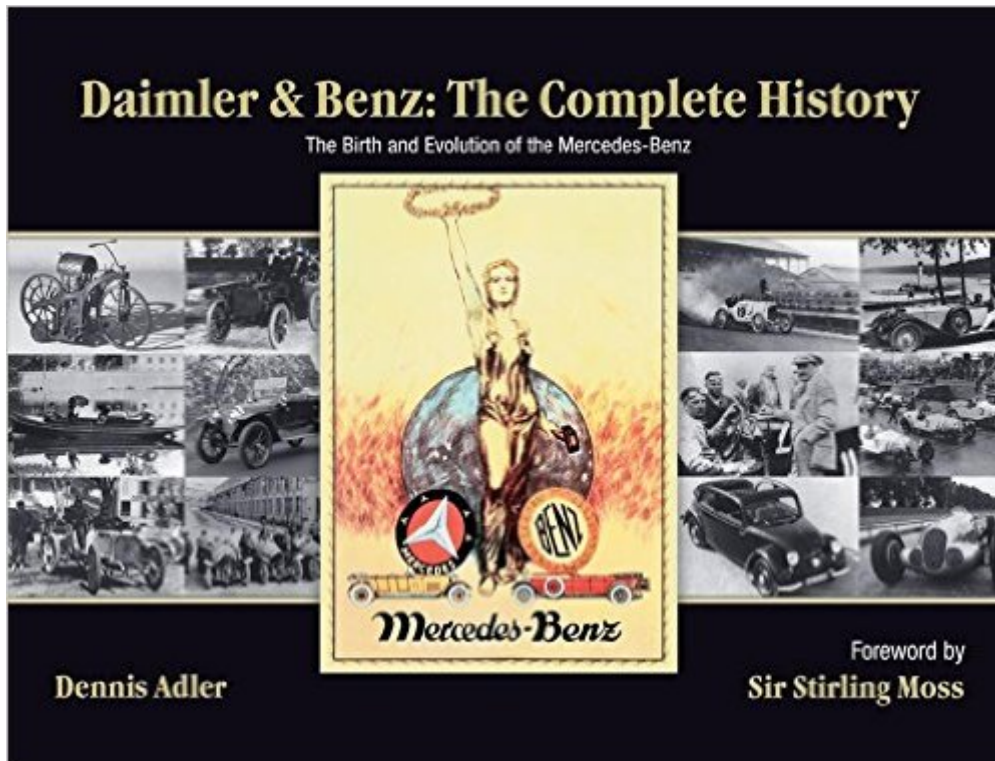


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Daimler & Benz: The Complete History: The Birth And Evolution Of The Mercedes-Benz



Synopsis

From the earliest workshop days to the grandest marque in the automotive world, the story of one of the most important enterprises of the twentieth century comes alive in this complete history. The rich history of Daimler-Benz (now DaimlerChrysler) has its roots in the early experimentation with the use of the internal combustion engine by three men: Carl Benz, Gottlieb Daimler, and William Maybach. Benz, working alone, and Daimler and Maybach, working together, the two shops separated by a mere sixty miles, in the late 1880s simultaneously laid the foundation of what would become the German automotive industry. At first there was competition between Benz & Cie. and Daimler Motoren Gesellschaft, as they engineered and styled the earliest motorwagens and began to develop markets for their products. These early efforts led to the establishment of an entire industry by the start of World War I. But the war and its aftermath devastated these two companies, as it did the German economy overall. By the early 1920s it became apparent that the only way to survival was a merger, and thus, on June 29, 1926, the stockholders of both companies gave approval to the new company, Daimler-Benz, which led directly to the birth of one of the world's best-known brands: Mercedes-Benz. In the hands of noted automotive photographer, author, and editor Dennis Adler, the history of the marque and the company unfolds through the decades, as Mercedes-Benz advances in fame, from the racing glory years to the present, becoming the standard that all automakers strive to meet. With archival (many never before published) and the author's own photographs, the beauty and power of the automobile comes alive, from the earliest models to the first crop of twenty-first-century Mercedes-Benzenes. It is a story of excellence that is in many ways unmatched in the history of any industry. Today, as a global leader in design, safety, and overall excellence, Mercedes-Benz continues to lead the way.

Book Information

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Customer Reviews

It is worth reading for all people who are interested in the history of Mercedes-Benz Cars in connection with the history of the company who stands behind this brand, i.e. the Daimler AG, Stuttgart, Germany. Great and easy reading stuff with nice illustrations and technical information. Adequate for every automobile enthousiaste.

Adler has done it again with a sumptuous book showing the true evolution of the marque. Original photography of very rare cars is complimented by museum archive shots, most of which I've never seen elsewhere. What amazed me was the 1930's poster art as well... Stuttgart clearly gave him total access! No stone unturned, here are the cars we all love (and sometimes drive - or dream we could drive).

JUST RECEIVED THIS BOOK AND AM WELL PLEASED. I'VE BEEN A LONG TIME FAN OF MR. ADLER'S BOOKS AND MUST SAY I WAS VERY DISAPPOINTED WITH HIS MERCEDES BENZ SILVER STAR CENTURY BOOK. THE NEW BOOK IS MUCH MORE OF WHAT I'VE COME TO EXPECT FROM MR. ADLER. ENTHUSIASTICALLY WRITTEN, MUCH MORE DEPTH OF MODEL COVERAGE, EXCELLANT PHOTOGRAPHS, ETC. I RECENTLY PURCHASED MY 1ST MERCEDES, A 1993 600 SEC. AFTER HAVING OWNED VARIOUS ENGLISH CARS, LOTUS, JENSEN ET AL. I NOW KNOW WHAT THE FUSS IS ALL ABOUT. A BEAUTIFUL CAR THAT WILL ACTUALLY GET YOU TO WHERE YOU WANT TO GO. THIS BOOK FROM MR. ADLER IS A GREAT WAY TO GAIN A SENSE OF WHAT MERCEDES BENZ IS ALL ABOUT FROM THE COMFORT OF YOUR HOME. THANK YOU MR. ADLER

After being disappointed by Adler's Duesenberg book, I approached this book with some trepidation. In the Duesenberg book, the one redeeming factor was the excellent photos. This book, Mercedes-Benz, not only exhibits worthless and erroneous history and information, the photos are a huge disappointment. Poorly cropped, over or under-developed and poorly printed, this book will become the first automobile title that I will actually return for a refund; it will not find its way onto my bookshelf!

Good mix of photography and bio. Great gift for the Benz enthusiast. Met my expectations, though a little dated in photography, and probably due for an update.

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