

Initiative. Originality. Enterprise. Without them, Rolex could not have produced this book.

Initiative. Originality. And enterprise.

These are the qualities by which the Rolex Awards for Enterprise are judged.

The scheme was initiated by Rolex of Geneva to reward and encourage individuals from all over the world who display these rare and demanding qualities.

Qualities which Rolex themselves believe are vital to success in any field.

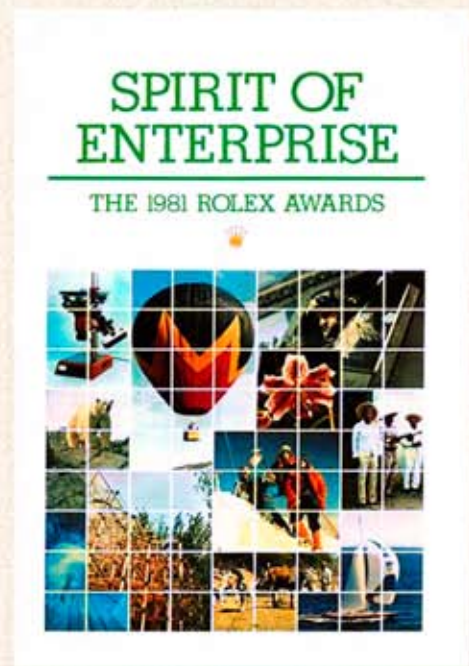
Applications for the Awards were accepted in the areas of Applied Sciences and Invention; Exploration and Discovery; and thirdly, The Environment.

A distinguished selection committee then painstakingly assessed the thousands of projects received.

Five Rolex laureates were adjudged to have most accurately captured "The Spirit of Enterprise" in their entries.

Each received awards of 50,000 Swiss Francs, to enable them to continue their projects, plus gold Rolex chronometers.

These five unique projects, along with the 24 Honourable Mentions and a representative



sampling of other entries, are now to be found in this book "Spirit of Enterprise".

It presents 168 men and women representing 45 nationalities, and their fascinating, stimulating and challenging ideas.

The range of ingenuity is extraordinary: a collapsible aeroplane that can be transported on a motor car roof; a reasoned attempt to explain the mysterious phenomenon of fire walking; a plan to rescue desert tribes from devastating drought; the navigation of the previously impenetrable Yangtze river; the conversion of icebergs into energy;

saving the endangered sperm whale by the desert cultivation of a plant which produces an alternative oil; ballooning across Africa, and countless other projects, all displaying those characteristics and qualities which set apart their authors as unique individuals.

Qualities which, in the end, the survival and success of us all depend on.

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ROLEX
of Geneva



"Spirit of Enterprise". 480 pages. 69 colour illustrations. Published by Harrap, 19-23 Ludgate Hill, London EC4M 7PD.
Available through your book store.