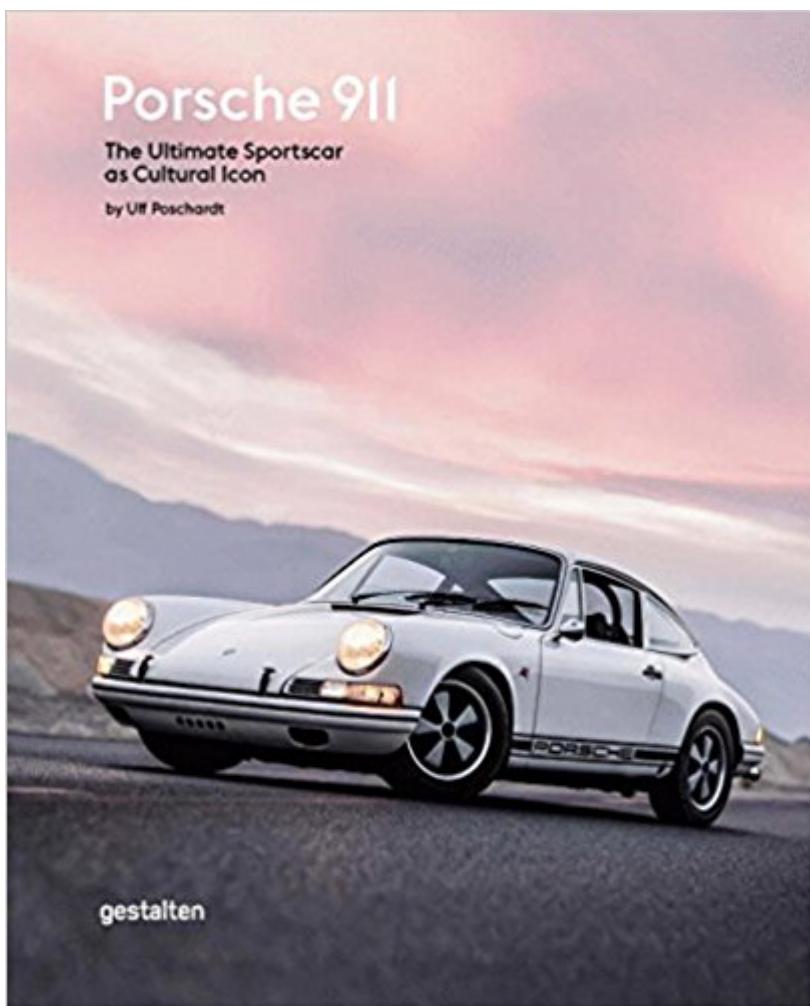


The book was found

Porsche 911: The Ultimate Sportscar As Cultural Icon



Synopsis

The thinking manâ™s sports car: a symbol of the relentless desire for peak power and limitless performance. The Porsche 911 inspires a worldwide ripple effect. When Ferdinand Porsche could not find a sports car he liked, he decided to build one himself. And now, the rest is history: Jerry Seinfeld drives it; Boris Johnson admires it; Steve McQueen loves it; and Jeremy Clarkson hates it. The Porsche 911 moves the world. Despised by many in Germany as a set of wheels for fat cats, it is the favorite car of free spirits and intellectuals in the U.S. and across the globe. The Porsche 911 was not just invented by one of the most fascinating and controversial families â“ it is also a technical meisterwerk. Since its launch in 1963, the 911 has built a reputation for itself as "the thinking manâ™s sports car." Both a car and a cultural icon, it has earned a fan base that spans from young to old, East to West, connoisseur to enthusiast. *Porsche 911: The Ultimate Sportscar as Cultural Icon* explains how this German car became a global phenomenon and a symbol of aspiration, freedom, and the appetite for perfection, and even more, why, around the world, the 911 continues to fascinate gentlemen, ladies, and rogue drivers. In this book, Ulf Poschardt sends Porsche drivers to the shrink and concludes that a little narcissm can be a healthy thing; he then takes them on an engaging journey through the checkered history that defines their pride and joy. Not everyone can, nor indeed should, drive a Porsche, but *Porsche 911: The Ultimate Sportscar as Cultural Icon* lays bare the raw driving force behind the 911 for anyone intrepid enough to discover.

Book Information

Hardcover: 240 pages

Publisher: Gestalten (April 19, 2017)

Language: English

ISBN-10: 3899556879

ISBN-13: 978-3899556872

Product Dimensions: 8.6 x 1 x 10.5 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 7 customer reviews

Best Sellers Rank: #33,271 in Books (See Top 100 in Books) #1 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Transportation #6 in Books > Sports & Outdoors > Miscellaneous > Motor Sports #27 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design

Customer Reviews

"It details, in beautiful detail, the evolution of the 911." -Wired "Porsche 911: The Ultimate Sportscar as Cultural Icon is as good a collection images of the car as a mad fan is going to get."

-Amuse "Porsche 911: The Ultimate Sportscar as Cultural Icon explains how this German car became a global phenomenon and a symbol of aspiration, freedom, and the appetite for perfection, and even more, why, around the world, the 911 continues to fascinate gentlemen, ladies, and rogue drivers." -Trendland "Let's just say if there was one book we could take to a desert island, it would be Porsche 911. Seeing all the history and evidence compiled into a single chronicle does its work to translate the cultural icon of the car. And as you're turning the pages, the spirit of its drivers and design is contagious." -The Manual

Born in Nuremberg in 1967, Ulf Poschardt is a graduate of philosophy and the deputy editor of Die Welt, Welt am Sonntag, and N24.

Well written with nice details that even Porsche aficionados would find new and interesting. Rich with high quality photos. A nice addition to any Porsche library.

Great book, well presented with a concise layout. A great addition or gift for any Porsche aficionado!

Really liked it. My new coffee table book!

Very pleased, thank you!

Great Book!

My boyfriend loved this, he races Porsches and had not ever seen this before.

Interesting book though the translator sometimes seemed more interested in using arcane English than making sense. I reread several passages thinking they must have made sense to him but he lost me half way through. It was interesting to see how many well known individuals apparently choose to drive Porsche based on driveability rather than financial means. Porsche books that dwell on the psychology of ownership appeal to me and this volume hits the mark.

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