

NM-DIGITAL MARKETING ASSIGNMENT

NAME;SWETHASRI P

ROLL NO:91762114217

NMID:DD3B3AB228401E9878848D8850C2AD15

EMAIL ID: swethasri6055@gmail.com



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Watch

October 18, 2023



A **watch** is a portable **timepiece** intended to be carried or worn by a person. It is designed to keep a consistent movement despite the motions caused by the person's activities. A **wristwatch** is designed to be worn around the wrist, attached by a watch strap or other type of **bracelet**, including metal bands, leather straps, or any other kind of **bracelet**. A **pocket watch** is designed for a person to carry in a pocket, often attached to a chain. Watches were developed in the 17th century from spring-powered clocks, which appeared as early as the 14th century. During most of its history the watch was a mechanical device, driven by **clockwork**, powered by winding a **mainspring**, and keeping time with an oscillating **balance wheel**. These are called *mechanical watches*.^{[1][2]} In the 1960s the electronic **quartz watch** was invented, which was powered by a battery and kept time with a vibrating **quartz crystal**. By the 1980s the quartz watch had taken over most of the market from the mechanical watch. Historically, this is called the **quartz revolution** (also known as **quartz crisis** in Switzerland).^{[3][4]} Developments in the 2010s include **smart watches**, which are elaborate computer-like electronic devices designed to be worn on a wrist. They generally incorporate timekeeping functions, but these are only a small subset of the smartwatch's facilities.



In general, modern watches often display the day, date, month, and year. For mechanical watches, various extra features called "**complications**", such as moon-phase displays and the different types of **tourbillon**, are sometimes included.^[5] Most electronic quartz watches, on the other hand, include time-related features such as **timers**, **chronographs** and **alarm functions**. Furthermore, some modern watches (like **smart watches**) even incorporate **calculators**, **GPS**^[6] and **Bluetooth technology** or have **heart-rate monitoring capabilities**, and some of them use **radio clock technology** to regularly correct the time.

Most watches that are used mainly for timekeeping have quartz movements. However, expensive collectible watches, valued more for their elaborate craftsmanship, aesthetic appeal, and glamorous design than for simple timekeeping, often have traditional mechanical movements, despite being less accurate and more expensive than their electronic counterparts.^{[1][8][4][7]} As of 2018, the most expensive watch ever sold at auction was the Patek Philippe Henry Graves Supercomplication, the world's most complicated mechanical watch until 1989, fetching US\$24 million (CHF 23,237,000) in Geneva on 11 November 2014.^{[8][9][10][11][12]} As of December 2019, the most expensive watch ever sold at auction (and wristwatch) was the Patek Philippe Grandmaster Chime Ref. 6300A-010, fetching US\$31.19 million (CHF 31,000,000) in Geneva on 9 November 2019.^[13]

The British predominated in watch manufacture for much of the 17th and 18th centuries, but maintained a system of production that was geared towards high-quality products for the elite.^[27] The British Watch Company modernized clock manufacture with mass-production techniques and the application of duplicating tools and machinery in 1843. In the United States, Aaron Lufkin Dennison started a factory in Massachusetts that used interchangeable parts, and by 1861 a successful enterprise operated, incorporated as the Waltham Watch Company.^[28]

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WATCH

October 26th, 2023



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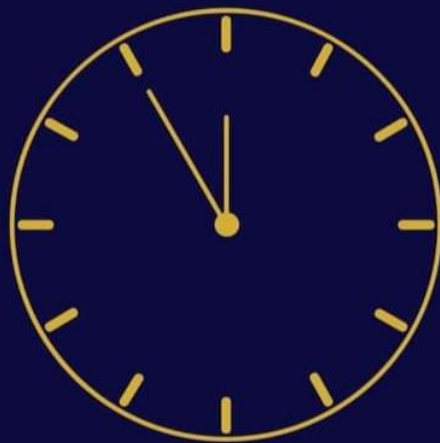
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