

1. Record Nr.	UNINA9910825808103321
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Titolo	Timekeepers : how the world became obsessed with time // Simon Garfield
Pubbl/distr/stampa	Edinburgh ; ; London : , : Canongate, , [2016] ©2016
ISBN	1-78211-320-7
Descrizione fisica	1 online resource (252 pages)
Disciplina	153.753
Soggetti	Time - Psychological aspect
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Title page -- Copyright -- Dedication -- Contents -- Introduction: Very, Very Early or Very, Very Late -- 1. The Accident of Time -- i) Leaving the Ground -- ii) The Shortness of Life and How to Live It -- 2. How the French Messed Up the Calendar -- 3. The Invention of the Timetable -- i) The Fastest Thing You Ever Did See -- ii) Was Ever Tyranny More Monstrous? -- 4. The Beet Goes On -- i) The Way to Play the Ninth -- ii) Just How Long Should a CD Be? -- iii) Revolver -- 5. How Much Talking Is Too Much Talking? -- i) In the Time of Moses -- ii) Talking It Over -- 6. Movie Time -- i) How You Get to the Clock -- ii) Oncoming Train -- 7. Horology Part One: How to Make a Watch -- i) A Very Difficult Floor -- ii) Just What Is It about the Swiss? -- 8. Roger Bannister Goes Round and Round -- 9. Vietnam. Napalm. Girl. -- i) The Split Second -- ii) 'I am Muybridge and this is a message from my wife' -- 10. The Day Shift -- i) We Will Crush, Squash, Slaughter Yamaha! -- ii) The Boss from Hell -- 11. Horology Part Two: How to Sell the Time -- i) Vasco da Gama Special Edition -- ii) Welcome to Baselworld -- iii) Uh-oh -- iv) In Which We Name the Guilty Man -- v) The Most Valuable Watch on the Planet -- 12. Time Tactics That Work! -- i) The Berry Season -- ii) The Lean Email Simple System -- 13. Life Is Short, Art Is Long -- i) The Clock Is a Clock -- ii) White People Are Crazy -- 14. Slowing Down the World -- i) A Place Where Time Stands Still -- ii) Living Frenchly -- iii) Faster Food -- 15. The British Museum and the Story of Us -- i) The Book of Hours -- ii) Doomed and

Marooned -- iii) Those Who Feel Differently -- Epilogue: Humility
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