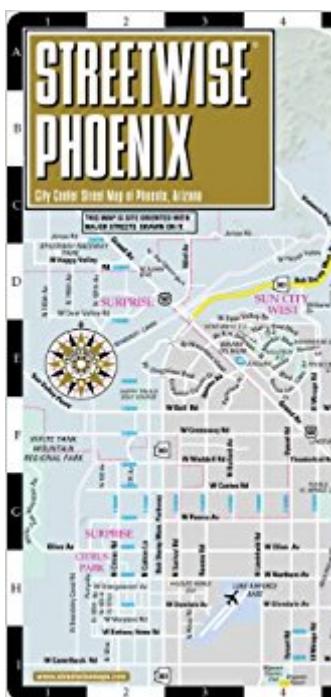


## The book was found

# Streetwise Phoenix Map - Laminated City Center Street Map Of Phoenix, Arizona (Streetwise (Streetwise Maps))



## Synopsis

Streetwise Maps makes the best laminated Phoenix street map available for purchase on the market today. Easy to read and accordion fold for effortless use, all of our detailed travel maps are pocket size for discretion so you don't stick out like a tourist. Search for Streetwise Maps today to look for other great travel maps in addition to this Phoenix map. About Streetwise Maps: Originators of the laminated accordion-fold map, Streetwise makes WATER RESISTANT city maps, street maps, road maps & metro maps of major destinations around the world, including locations in the United States, Canada, Mexico, Australia, Europe, the United Kingdom, South America and Asia. Streetwise Maps are designed AND printed in the United States.

## Book Information

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## Customer Reviews

"Don't leave home without STREETWISE" -- New York Times "STREETWISE is an absolute travel essential" -- Travel & Leisure -- This text refers to an out of print or unavailable edition of this title.

STREETWISE® is the first map to be designed with modern graphics and is the originator of the laminated, accordion-fold map format. We've set the standard that every map company has imitated but never duplicated. Our mission is to make you feel comfortable, to make you feel safe in a place where you've never been before and to enable you to experience a familiar place more fully. The company was founded in 1984 by Michael Brown, who had been in international publishing for many years, setting up subsidiaries for textbook publishers. In the

1970's, Brown traveled extensively throughout Africa, India, the Middle East and Southeast Asia. Brown would take a large paper map, cut out the city center, folded it up and slip it into his pocket, thus preventing him from looking like a tourist in areas where discretion is the better part of travel. This was his tool for surviving. After many years on the road, Brown settled back in New York and decided to start his own business, based on the adaptations he had made to maps in his travels. His goal was to give someone the ability to navigate easily in unfamiliar terrain. He started with a new map format: the accordion fold. Such a simple idea, but at the time it was revolutionary. No more struggling to fold an awkward, oversized paper map. This new format would enable the user to blend in like a native, instead of stick out like a tourist. Brown then added lamination to ensure that the map would be a lasting tool. More important than the format was the design of the map itself. It had to be a map that not only succeeded above and beyond any map he had used, but was esthetically appealing as well. The look of it had to be as striking as the functionality. Color was introduced in a way that was never seen before in a map - vivid purple for water, soothing gray for the background of street grids, gold to highlight elements of the map. Clarity, conciseness and convenience in a very stylish package. Building the business was a 24 hour job. Brown sold the maps during the day, zipping around Manhattan making deliveries on his Harley Davidson. At night he packed the orders and did the design work. More titles were added, each title requiring months of research and design. Today, STREETWISE® produces over 130 titles for major destinations, regions and countries throughout the United States, Canada, Mexico, Australia, Europe, the United Kingdom and Asia. We have grown from the back of a motorcycle to selling millions of maps around the world. Yet each title is still painstakingly researched and updated. STREETWISE® is one of the only, if not THE only map company that conducts research by walking or driving an area to ensure accuracy. After all, what good is the map if what you hold in your hands doesn't match what you see on the street sign? This lengthy fact checking results in superior accuracy; in effect, we've done the work, now you have the adventure. In the end, it's not about the map, it's about getting out and finding your own authentic experience wherever you go. It's about being in a city or a region and discovering things that you never thought you would find. You can do this if you have confidence and you have confidence if you have a great map. STREETWISE® is the great map that you need. --This text refers to an out of print or unavailable edition of this title.

Easy to read Was smaller than I thought but worked perfect

Very good map. If you have new drivers in your family, save yourself some headaches and buy one of these for them to keep in the vehicle. I keep one in my work truck and have used it quite a bit. Good purchase.

Very nice format, holds up nicely, very helpful because it shows the light rail line and stops. Just wish it showed all the streets.

The Streetwise series is a wonderful set of maps. It is compact and laminated for travel and not only shows the streets, but also major attractions and the public transit lines of metro and bus. I have bought them for several cities and they are more accurate than the gps systems sometimes are.

Nice map, but the print is way too small to be usable for me. You need a magnifying glass to see street names. I thought this map was a fold out one but it is only 8.5" tall that accordians out. There are better ones available. I am a firm believer that in getting to know a new city one should have a laminated map that can be easily carried. Even though I have a good GPS, I find that having a large pictoral snapshot is very helpful.

TOOK A LONG TIME IN COMING. BUT IT WILL BE USEFUL ON OUR TRIP OUT WEST. I APPRECIATE THE PLASTIC PAGES THAT SHOULD HOLD UP NICELY ON ROUTE.

Very nice maps for the price

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