

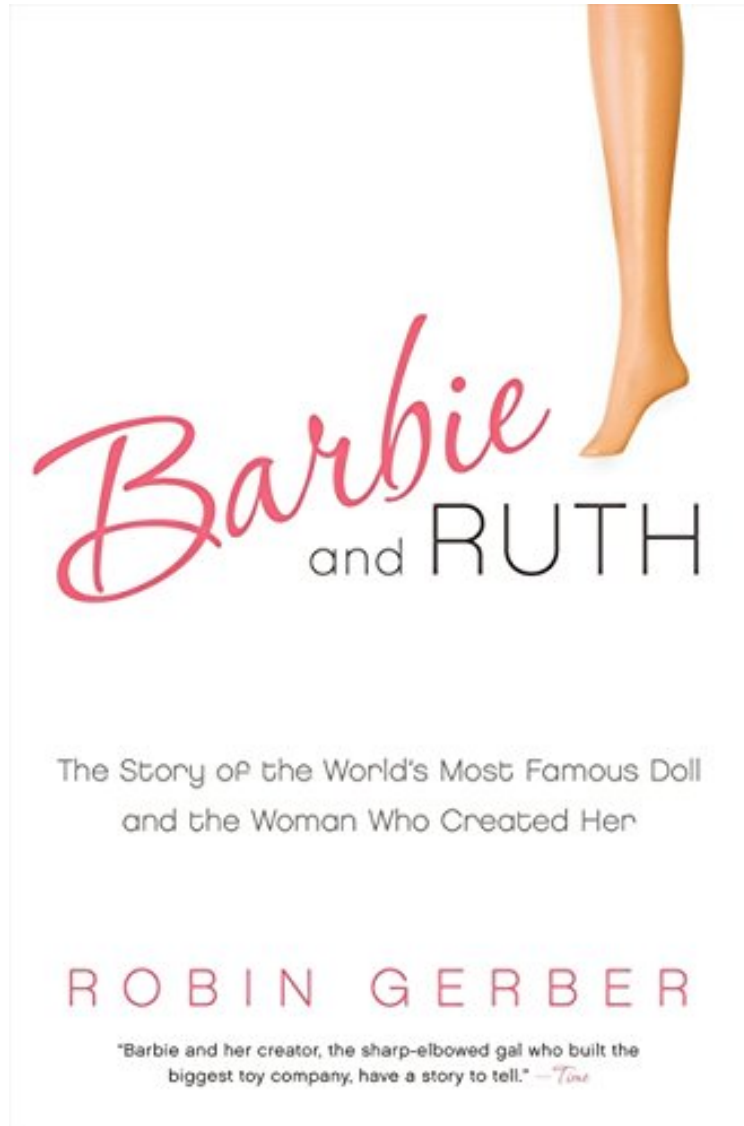
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## **Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her**

**Robin Gerber : Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her:

2 of 2 people found the following review helpful. Against all odds, Ruth brought us BarbieBy M. DeWulfI was

intrigued to find out about the creative genius behind Barbie and was pleased to read this book. It was about the vision of one woman whose husband had the insight to follow and help to create Barbie when she first appeared on the scene. Against all odds: parents' concern over a doll which was mature looking, a male-dominated industry and the sacrifice of her family, Ruth was able to bring little girls, everywhere this doll called Barbie. The trials faced to bring this doll to the center of the toy world were intriguing, nail-biting and, at times, infuriating. The hardest part of this book, was the ousting of a woman whose whole life was not as charming as her dolls. Ruth was a woman driven to provide a doll that could be played with, dressed and engaged little girls to use their creative imagination to be anything they could imagine. She was a pioneer ahead of her time and her husband was a true believer in her dreams. Nice read. 4 of 4 people found the following review helpful. ... turn you away just because you are male or dislike the Barbie doll.

By Teresa J Geron Don't let the title turn you away just because you are male or dislike the Barbie doll. This is a fascinating read for both men and women, especially those interested in business development, communication and structure. Ruth Handler has always been my hero for creating my favorite toy but having now learned her background and the obstacles in her path as a toy industry businessperson and woman in the mid 20th century, she has now catapulted even higher. 5 stars isn't even high enough. 0 of 0 people found the following review helpful. Interesting but tedious. By Xanadu This book is an interesting book on the development of Mattel and Ruth Handler's career. The parts about the stock prices and what happened at each meeting and with each employee, etc., were very tedious and boring to read. I skimmed over many of those sections. The book was less about Barbie and more about Ruth. The author should have included more details on Ruth's strained relationships with her children, Barbara and Ken, who were the namesakes for the famous toys. Not including any photographs of the Handler family or of Barbie and the other Mattel toys mentioned in the book was a huge oversight.

Barbie and her creator, the sharp-elbowed gal who built the biggest toy company, have a story to tell. Time Barbie and Ruth by Ruth Gerber is the remarkable true story of the world's most famous toy and the woman who created her. It is a fascinating account of how one visionary woman and her product changed an industry and sparked a lasting debate about women's roles. At once a business book, a colorful portrait of an extraordinary female entrepreneur, and a breathtaking look at a cultural phenomenon, Barbie and Ruth is a must read for anyone who ever owned a Barbie doll. Publishers Weekly calls, a stirring biography a fine study of success and resilience.

From Booklist Cofounder of the Mattel Company, Ruth Handler and her husband, Elliot, turned the toy industry upside down, not only with the 1959 creation of Barbie and the subsequent introduction of boyfriend Ken but also with Hot Wheels and prescient advertising tie-ins to the Mickey Mouse Club. Yet the behind-the-scenes journey is just as fascinating as the public persona: born the tenth child of Polish-Jewish immigrants, Ruth was raised by her sister and, early on, recognized the talent of her husband as a designer. Motherhood was not her natural state of being, though she named both dolls after her children. After being forced out of Mattel in the 1970s, Ruth then founded a second company, Nearly Me, producing prosthetics designed for women who had undergone mastectomies just like her. Tragedy, unfortunately, continued to strike the family; son Ken died of AIDS in 1994, and Ruth herself lost her battle with cancer in 2002. Despite the research, Handler seems to have a two-dimensional luster, rather than the pioneering and dynamic businesswoman seen in other articles and books. Nonetheless, a fascinating account of entrepreneurial ups and downs. --Barbara Jacobs This stirring biography is a fine study of success and resilience. (Publishers Weekly) Gerber's smoothly-written biography paints a fearless business woman as a devoted wife, a too-busy mother and a rock-'em-sock-'em executive. (New York Post) Barbie and her creator, the sharp-elbowed gal who built the biggest toy company, have a story to tell. (Time magazine) Gerber's smoothly-written biography paints a fearless business woman as a devoted wife, a too-busy mother and a rock-'em-sock-'em executive. -- New York Post