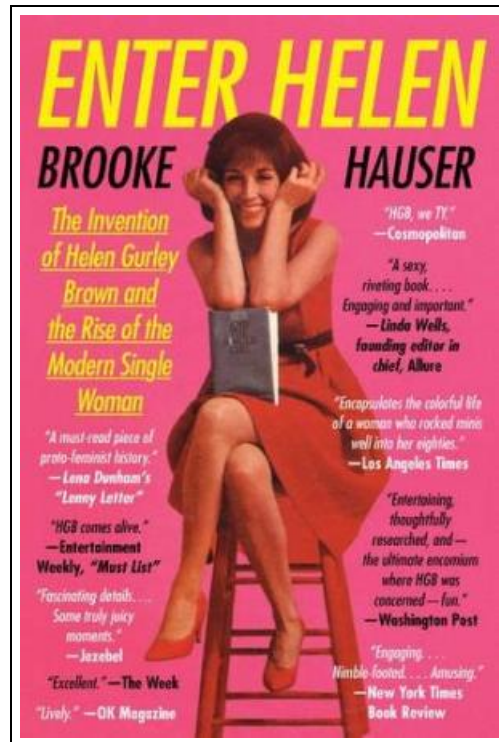


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ENTER HELEN: THE INVENTION OF HELEN GURLEY BROWN AND THE RISE OF THE MODERN SINGLE WOMAN (PAPERBACK)

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HarperCollins Publishers Inc, United States, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. This female Mad Men-like story chronicles the legendary Cosmopolitan magazine editor s rise to power as both a cultural icon and trailblazer who redefined what it means to be an American woman. In the mid-Sixties, Helen Gurley Brown, author of the groundbreaking *Sex and the Single Girl*, took over the ailing Cosmopolitan magazine and revamped it into one of the most successful brands in the world. At a time when magazines taught housewives how to make the perfect casserole, Helen reimagined Cosmo and womanhood itself, championing the independent, ambitious, man-loving single woman. Though she was married, to Hollywood producer David Brown, no one embodied the idea of the Cosmo Girl more than the Ozarks-born Helen, who willed, worked, and—yes—occasionally slept her way to the top, eventually becoming one of the most influential media players in the world. Drawing on new interviews with Helen s friends and former colleagues as well as her personal letters, *Enter Helen* brings New York City vibrantly to life during the Sexual Revolution and the Women s Movement and features a cast of characters including Hugh Hefner, Nora Ephron, and Gloria Steinem. It is the cinematic story of an icon who bucked convention, defined her own destiny, and became a controversial model for modern feminism, laying the groundwork for television shows like *Sex and the City* and *Girls*. Bad Feminist or not, Helen Gurley Brown got people talking—about sex, work, reproductive choices, and having it all—forever changing the conversation.

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