



Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman

By Hauser, Brooke

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Complete information! Its such a excellent study. It is filled with knowledge and wisdom I realized this publication from my dad and i advised this publication to find out.

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Brooke Hauser, *Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman* by New Books in Foreign Policy. "Women's history, if they had any, consisted in their being beautiful enough to become events in male lives," the feminist academic Carolyn R. Heilbrun noted in a series of 1997 lectures, suggesting the need for new narratives and new ways... Comments. Post comment.Â Jan Kiely and J. Brooks Jessup, eds., *Recovering Buddhism in Modern China* (Columbia UP, 2016) added 3 years ago. During her lifetime, Helen Gurley Brown put forth to the world the image of a "mouseburger" of a woman who was "just like you," who had to claw her way to almost-beauty and success by way of a lot of hard work. But she constantly downplayed how smart she was, and therefore the value of her influence was misunderstood and discounted.Â Released in April by Harper Collins, women's magazine veteran Brooke Hauser's *Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman* comes at Brown's life from the perspective of a novice "someone who admits she knew had limited knowledge about Brown before diving into her archives at Smith, a decision spurred by reading her. colorful New York Times obit. When Helen Gurley Brown published *Sex and the Single Girl* in 1962, her frankness about the fact that unmarried women had sex "and liked it" shocked reviewers and sold millions of copies. When she took over *Cosmopolitan* in 1965, staff members grumbled. But over the 32 years she served as editor in chief, her message "became mainstream. "There is a catch to achieving single bliss," Brown told her *Single Girl* readers. "You have to work like a son of a bitch."Â Now, two new biographies of Helen Gurley Brown have arrived within months of each other: *Enter Helen*, by Brooke Hauser, a contributing writer at *Allure*; and *Not Pretty Enough*, by the longtime culture journalist Gerri Hirshey. (The feature film rights for *Enter Helen* were "optioned before the book was even finished.) In 1965, Helen Gurley Brown, author of the groundbreaking bestseller *Sex and the Single Girl*, took over an ailing *Cosmopolitan* and soon revamped it into one of the most bankable "and revolutionary" brands on the planet. At a time when women's magazines taught housewives how to make the perfect casserole, Helen spoke directly to the single girl next door, cheekily advising her on how to pursue men, money, power, pleasure, and, most of all, personal happiness.Â In the early Seventies, Helen Gurley Brown began working on a musical about her life, tracing her rise from a mousy girl from Little Rock, Arkansas, to the legendary editor of *Cosmopolitan* magazine.