

Barbie and Ruth - the story of the worlds most famous doll and the woman who created her

Collins Business - Barbie and Ruth : The Story of the World's Most Famous Doll and the Woman Who Created Her by Robin Gerber (2010, Trade Paperback) for sale online



Description: -

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Barbie dolls

Dollmakers -- United States -- Biography

Mattel, Inc

Handler, Ruth Barbie and Ruth - the story of the worlds most famous doll and the woman who created her

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BARBIE AND RUTH

The tragic and redeeming story of how one visionary woman built the biggest toy company in the world and created a global icon.

Barbie and Ruth : the story of the world's most famous doll and the woman who created her (eBook, 2009) [ne-x.uni.rf.gdl]

He refused to take a sample of the doll back to the Sears headquarters in Chicago. DE 2008 Just in time for the 50th anniversary of Barbie is this behind-the-scenes look at her eccentric, determined inventor. Perhaps, it's a story that tries to keep up with all that Ruth Handler did in her life - from the small beginnings at Elzac, to Mattel and the fraud that followed all the way to the creation of breast prostheses at Ruthon and more - phew! So ironic that today, a mom who is head of Fortune 500 company would be a badge of honor, even beyond the fact it probably means you have a real maid and nanny to tend to your needs.

Barbie Turns 50

She went on to compete as an Olympic athlete, serve as an air force pilot, work as a boutique owner, run as a presidential candidate, and ignite a cultural firestorm. Ruth had the drive to run the business while Elliot was the creative mind for many of their designs. And there is very little about Barbie.

Book Excerpt: Barbie and Ruth

There's Barbie: the diminutive yet arrestingly voluptuous doll unveiled at the 1959 Toy Fair who became the treasure of 90 percent of American girls and their counterparts in 150 countries. This stirring biography is a fine study of success and resilience.

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