



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.

-- **Geovanny Grimes**

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. 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. 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." 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. 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.

Staying power: Helen Gurley Brown in 1982. She edited Cosmopolitan for 32 years from 1965 to 1997 / Rex Features. By. She had sex as a singleton when that was still taboo and wrote the book about it (1962's *Sex and the Single Girl* though by then she was married). Then, despite having no editing experience, she was appointed to the helm of Cosmopolitan, a failing periodical she revamped as an upbeat women's magazine, with busty cover-girls and male centrefolds. Enter Helen has already attracted attention for the revelation that Gurley Brown's husband was the architect of her career coming up with the book idea and then getting her the Cosmo job but their relationship was a partnership. *Jaws*, which he produced, landed as a novel on the desk at Cosmo. Related. "Enter Helen" is a biography of the former editor-in-chief of Cosmopolitan magazine, Helen Gurley Brown, shown arriving at the 2002 National Magazine Awards in New York City. Show Caption. When I was a teenager, I would always perk up when a talk-show host announced that he was about to introduce a woman who knew a lot about sex. This was back when information on the subject was still hard to come by, so the prospect of some ravishing, free-spirited, braless creature of the now coming on TV to explain it all was exciting. But, all too often, out would totter Helen Gurley Brown: Aged, skeletal, wrapped in Pucci and wearing several coats of Pan-Cake, she looked like someone's foxy grandma on her way to the champagne brunch at Leisure World. Journalist Brooke Hauser talked about her book, *Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman*, about the life of Helen Gurley Brown, the editor of Cosmopolitan magazine and her impact on the sexual revolution and the women's movement. close. Report Video Issue. Our last moderator, Rachel, is a writer, reporter and editor. Her long form work has appeared in the *New Yorker*, *New York Times*, *GW*, "Wall Street Journal" magazine and NPR. Her first nonfiction book is forthcoming from Random House, and she's also the founder of Women's Lives Club. So please welcome our speakers. Thanks. 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. In this retro romp that will appeal to fans of *Mad Men*, journalist Brooke Hauser reveals how a self-proclaimed "mouseburger" from the Ozark After a brief hospitalization, Helen Gurley Brown died August 13, 2012 at the McKeen Pavilion at New York Presbyterian Hospital/Columbia.[25] She was 90. In a statement announcing the news of her death, Hearst Publications noted that "Helen was one of the world's most recognized magazine editors and book authors, and a true pioneer for women in journalism" and beyond.[26] The cause of her death was not disclosed.[27]. Entertainment Weekly said that "Gurley Brown will be remembered for her impact on the publishing industry, her contributions to the culture at large, and sl... Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman. New York: HarperCollins. ISBN 9780062342669.