

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

Brooke Hauser

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Brooke Hauser : Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman before purchasing it in order to gage whether or not it would be worth my time, and all praised Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman:

6 of 6 people found the following review helpful. narrative style that invites the reader to enjoy, not to judge By Dense Commuter From excerpts of Helen Gurley Brown's correspondences with her "Okie" niece to remembrances from her staff about how she conducted interviews while curled up coquettishly on her office sofa, author Brooke Hauser brings

the Cosmo editor to life in a dedicated but un-showy way. This extensively researched book is written in an engaging, narrative style that invites the reader to enjoy, not to judge, Brown's contradictions. I enjoyed revisiting the 1960's and 70's through this hyper-feminine yet career-driven, insecure yet brazen figure. Hauser pulls off a totally entertaining and thought-provoking read. 4 of 4 people found the following review helpful. Calling All Pussycats! By Customer Calling all Pussycats! With the 4th of July around the corner, Brooke Hauser's new biography, *Enter Helen*, offers plenty of fireworks and starts the summer off with a bang. I just loved this book and its charting of the rollercoaster ride that was the life and career of Helen Gurley Brown--from her early days growing up in Arkansas to her rise to fame as the author of the infamous *Sex and the Single Girl* and her long standing reign as Editor-in-Chief of *Cosmopolitan*. As a teenager in the 60's, I remember when *Cosmo's* covers first jumped out at me from the newsstand. The magazine was so different from the standard women's fare of the time. Instead of offering favorite meatloaf recipes and housecleaning tips, *Cosmo* featured provocative photos of lubricious models and step-by-step instructions on "How to Get Your Man." Wow! Hauser not only brings to life the social upheaval of this era, but brings it to life through HGB's remarkable, opportunistic and brilliant machinations. Although people didn't realize it at the time, Hauser shows us that HGB was a genius, in her own way. One more point: although some have lambasted him mercilessly for his centerfold spread in *Cosmo*, Burt Reynolds was hot! Thanks, Brooke Hauser, for bringing back this era so vividly and for giving us insight as to where Helen Gurley Brown belongs in our understanding of the evolution of the modern American woman. 3 of 3 people found the following review helpful. Unforgettable Story By Lifelong Book Lover ENTER HELEN is a captivating ride into the life of Helen Gurley Brown, as well as a fascinating anthology of the 60s and 70s. It has appeal to those who lived during those years as well as to the young women of today who are benefiting from the ground-breaking legacy left by Helen and other women of her generation. Brooke Hauser's skills as an interviewer are without parallel. In order to talk to a family member, she traveled to Arkansas and spent several days with me, Helen's cousin, poring over family photos and talking at great length about Helen's growing-up years and her relatives. Ms. Hauser made a day trip to visit Helen's hometown and final resting place in the lovely Ozark countryside, all to better write about the real Helen. I believe Helen's mother, sister and cousins who read *SEX AND THE SINGLE GIRL* with mixed reactions, would enjoy this very truthful account of their beloved Helen, portraying the family in a more accurate light. She grew up a well-cared for, middle-class child, rather than a hillbilly. That was Helen's shtick; it sold books, it worked, and as the world knows, Helen was a master of the printed word. A fitting term for this book is "personal." It captures HGB in very real, personal prose. ENTER HELEN is full of facts, yet it reads like a fun, can't-put-it-down novel, thanks to the brilliant writing style of the author. She has managed to take countless details and weave them into an unforgettable story.

This cinematic story about legendary *Cosmopolitan* editor and champion of the single girl Helen Gurley Brown chronicles her rise as a cultural icon who redefined what it means to be an American woman. 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 Ozarks became one of the most influential women of her time. Though she was married (to the renowned movie producer David Brown), no one embodied the idea of the *Cosmo* Girl more than Helen, who willed, worked, and flirted her way to the top. Bringing New York City vibrantly to life during the sexual revolution and the women's movement, and featuring a rich cast of characters, including Hugh Hefner and Gloria Steinem, *Enter Helen* is the riveting story of a polarizing pioneer who bucked convention to define her own destiny, baiting a generation that both revered and rejected her.

Engaging; Nimble-footed; Amusing; Throughout, Hauser weaves in passages connecting Brown to her contemporaries and the cultural landscape of the 1960s [to] situate her life in the context of its times. (New York Times Book Review) Brown deserves the biography that Brooke Hauser has written, *Enter Helen*. It is entertaining, thoughtfully researched and the ultimate encomium where HGB was concerned; fun. (Washington Post) Legendary, inimitable *Cosmopolitan* editor and *Sex and the Single Girl* author Helen Gurley Brown comes alive in Hauser's hands. (Entertainment Weekly, Must List) Encapsulates the colorful life of a woman who rocked minis well into her eighties. (Los Angeles Times) Excellent. (The Week) A must-read piece of proto-feminist history. (Lenny Letter) Hauser deftly pulls out fascinating detail; Some truly juicy moments; Hauser dives into her youth and her early career in advertising far more than these years have been explored previously, setting the stage much more firmly for understanding how Brown accomplished all that she did. (Jezebel) A compelling drama about a determined woman and *Cosmopolitan* editor, the original *Sex and the City* gal Helen Gurley Brown, which reveals how powerful (and threatening) a female in command of her pocketbook, sexuality, and career can

really be." (Lily Koppel, New York Times bestselling author of *The Astronaut Wives Club* and *The Red Leather Diary*) "Hauser dives deep into the life of our former HBIC and uncovers what drove her to revolutionize the way we live and date today. HGB, we TY." (Cosmopolitan) "As Brooke Hauser's lively biography reveals, [Helen Gurley Brown] was as comfortable championing single-career girls as she was giving them tips on how to catch a man—and her own contradictory, have-it-all life proved to be as compelling as the era she helped define." (OK Magazine) "Reading *Enter Helen* was like being at a party, and I'm sorry it had to end. With this sexy, riveting book, Brooke Hauser takes us on a joy ride through the 1960s and '70s of Helen Gurley Brown's life. Engaging and important." (Linda Wells, Founding Editor-in-Chief of *Allure*) "A riveting, complex biography. Such a great read. *Enter Helen* is neither hagiographic nor damning." (Washington Independent of Books) "Journalist Brooke Hauser's breezy and entertaining new biography chronicles Brown's remarkable story, which is also a social history of two decades—the sixties and the seventies—whose cultural impact remains significant." (Acculturated.com) "It is to be hoped that Brooke Hauser's excellent biography and a film in the works will give *Sex and the Single Girl* another lease on life." (New York Journal of Books) "An engaging, juicy, and edifying read." (New York magazine) **From the Back Cover** This cinematic story about legendary *Cosmopolitan* editor and champion of the single girl Helen Gurley Brown chronicles her rise as a cultural icon who redefined what it means to be an American woman. 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 Ozarks became one of the most influential women of her time. Though she was married, to the renowned movie producer David Brown, no one embodied the idea of the Cosmo Girl more than Helen, who willed, worked, and flirted her way to the top. Bringing New York City vibrantly to life during the Sexual Revolution and the Women's Movement, and featuring a rich cast of characters, including Hugh Hefner and Gloria Steinem, *Enter Helen* is the riveting story of a polarizing pioneer who bucked convention to define her own destiny, baiting a generation that both revered and rejected her. **About the Author** Brooke Hauser has written for the *New York Times*, the *Los Angeles Times*, *Allure*, and *Parade*, among other publications. She is the author of *The New Kids: Big Dreams and Brave Journeys at a High School for Immigrant Teens*, a winner of the American Library Association's Alex Award. She lives in western Massachusetts with her family and has taught nonfiction writing at Smith College.