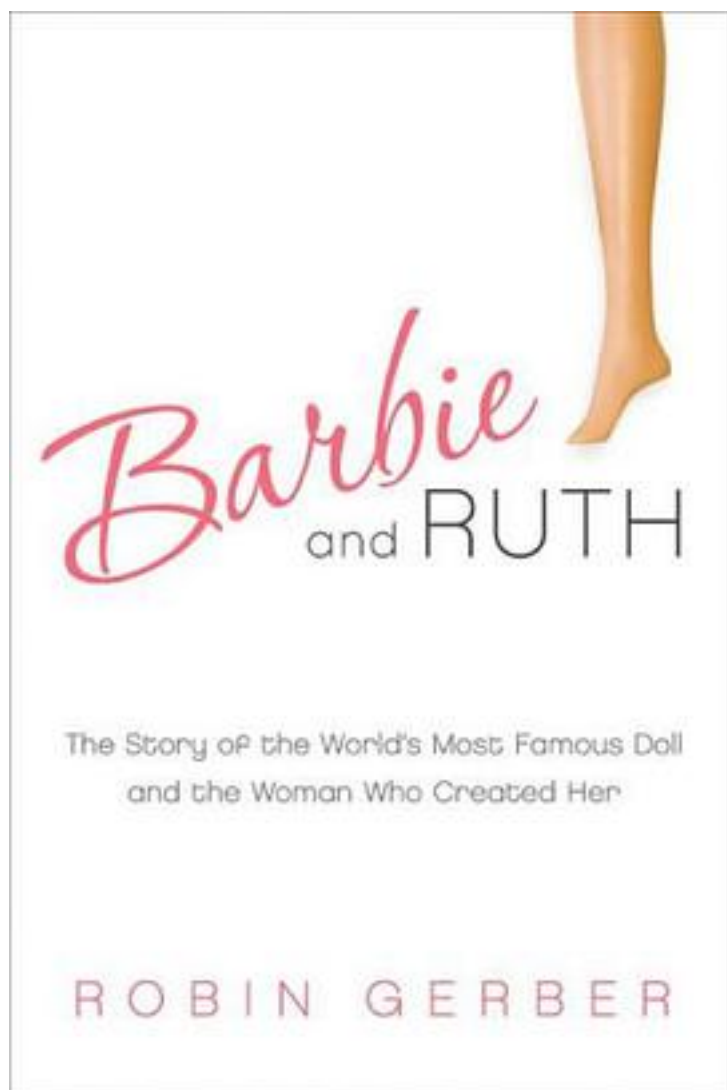


# Barbie and Ruth



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This is the entwined tale of two exceptional women. One was a voluptuous eleven-inch-tall beauty who debuted at the 1959 Toy Fair in New York City and quickly became the treasure of 9 out of 10 American girls and their counterparts in 150 countries. 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. The other was Ruth Handler, the tenth child of Polish Jewish immigrants. A brilliant, creative, ruthless, and passionately competitive visionary, she was a mother and wife who wanted it all—a masterful entrepreneur who, together with her curvaceous plastic creation, changed American business and culture forever. Barbie and Ruth is the incredible, inspiring, tragic, and ultimately redeeming true story of how one extraordinary woman built the largest toy company in the world and created an enduring international icon.

作者介绍:

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