



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

By Brooke Hauser

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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.

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Editorial Review

Review

“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 details.... 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 Review 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*)

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.

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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.

Users Review

From reader reviews:

Carole Clark:

As people who live in the actual modest era should be upgrade about what going on or information even knowledge to make these people keep up with the era that is always change and move ahead. Some of you maybe will certainly update themselves by reading through books. It is a good choice in your case but the problems coming to you actually is you don't know which one you should start with. This *Enter Helen: The Invention of Helen Gurley Brown and the Rise of the Modern Single Woman* is our recommendation to cause you to keep up with the world. Why, because this book serves what you want and wish in this era.

Julio Keith:

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age that you ever know prior to. The author explained their idea in the simple way, thus all of people can easily to recognise the core of this e-book. This book will give you a great deal of information about this world now. In order to see the represented of the world with this book.

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