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# Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her

*Robin Gerber*

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ROBIN GERBER

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**Robin Gerber : Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Barbie and Ruth: The Story of the World's Most Famous Doll and the Woman Who Created Her:

2 of 2 people found the following review helpful. Against all odds, Ruth brought us Barbie. By M. DeWulf I was intrigued to find out about the creative genius behind Barbie and was pleased to read this book. It was about the vision of one woman whose husband had the insight to follow and help to create Barbie when she first appeared on the scene. Against all odds: parents' concern over a doll which was mature looking, a male-dominated industry and the sacrifice of her family, Ruth was able to bring little girls, everywhere this doll called Barbie. The trials faced to bring this doll to the center of the toy world were intriguing, nail-biting and, at times, infuriating. The hardest part of this book, was the

ousting of a woman whose whole life was not as charming as her dolls. Ruth was a woman driven to provide a doll that could be played with, dressed and engaged little girls to use their creative imagination to be anything they could imagine. She was a pioneer ahead of her time and her husband was a true believer in her dreams. Nice read.4 of 4 people found the following review helpful. ... turn you away just because you are male or dislike the Barbie dollBy Teresa J GeronDon't let the title turn you away just because you are male or dislike the Barbie doll. This is a fascinating read for both men and women, especially those interested in business development, communication and structure. Ruth Handler has always been my hero for creating my favorite toy but having now learned her background and the obstacles in her path as a toy industry businessperson and woman in the mid 20th century, she has now catapulted even higher. 5 stars isn't even high enough.0 of 0 people found the following review helpful. Interesting but tediousBy XanaduThis book is an interesting book on the development of Mattel and Ruth Handler's career. The parts about the stock prices and what happened at each meeting and with each employee, etc., were very tedious and boring to read. I skimmed over many of those sections. The book was less about Barbie and more about Ruth. The author should have included more details on Ruth's strained relationships with her children, Barbara and Ken, who were the namesakes for the famous toys. Not including any photographs of the Handler family or of Barbie and the other Mattel toys mentioned in the book was a huge oversight.