

Renée Rosen's new historical novel ***Let's Call Her Barbie*** is not just for doll lovers. This exceptional book is about business and Ruth Handler, the dynamo that changed the toy industry. ***Let's Call Her Barbie*** is based on Rosen's meticulous research and was planned long before the release of the blockbuster *Barbie* movie. Ruth and her husband Elliot run Mattel, the business they started by selling lucite picture frames. It is 1956 and Mattel is a successful toy company based in Los Angeles. The Handlers along with their two teenage children, Barbara and Ken, live a luxurious lifestyle. Small in stature, Ruth looms large at the office where she is a role model for her female employees. Mattel is a relaxed workplace that is filled with young, creative types. Wonder-kid VP Jack Ryan is a wizard at toy development, and he is instrumental in helping Ruth create the grown-up doll of her dreams. Jack is also the self-destructive office Casanova. Ruth hires a fashion designer to make Barbie's enviable wardrobe. Much of Barbie's appeal will be her constantly expanding clothing line. However, the scale of the items and the sophistication of the designs make this job very demanding. Rosen's description of bringing Barbie to market is as exciting as any page turning novel. Barbie is introduced to the world on March 9, 1959, at the NYC toy fair. Ruth is stunned by the response, but she refuses to shelve Barbie. When Barbie's popularity skyrockets Mattel is launched into the corporate stratosphere. A new Hot Wheels car line adds to their success. The company faces unimaginable growth, and Ruth no longer recognizes all of the employees. Mattel goes public and there are many struggles on Ruth's horizon. She revolutionizes the toy industry at great personal expense. Her name was Ruth Handler, and we call her the inventor of Barbie.