

Barbie

The History of America's Most Famous Doll



She might be the most famous doll in the world. For more than sixty years, Barbie has been played with, analyzed, collected, criticized and loved. In this illustrated lecture, historian Leslie Goddard delves into the history of Barbie and her inventor, the passionately creative - and intensely competitive -- Ruth Handler. Learn what inspired Handler to develop Barbie in 1959, how Barbie helped make Mattel one of the world's most successful toy companies, and what Barbie's impact has been on American culture.