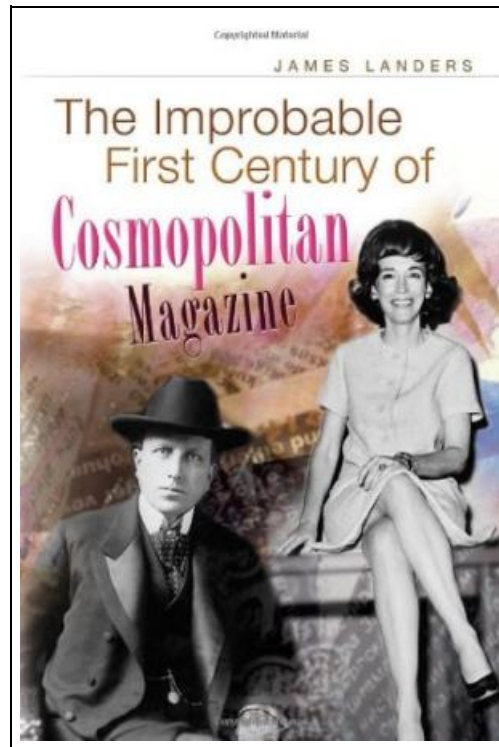


The Improbable First Century of Cosmopolitan Magazine (Hardback)



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Reviews

Great e-book and helpful one. It usually fails to cost an excessive amount of. I discovered this publication from my dad and i encouraged this pdf to find out.
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THE IMPROBABLE FIRST CENTURY OF COSMOPOLITAN MAGAZINE (HARDBACK)

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University of Missouri Press, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. Today, monthly issues of Cosmopolitan magazine scream out to readers from checkout counters and newsstands. With bright covers and bold, sexy headlines, these famous periodical targets young, single women aspiring to become the quintessential Cosmo girl. Cosmopolitan is known for its vivacious character and frank, explicit attitude toward sex, yet because of its reputation, many people don't realise that the magazine has undergone many incarnations before its current one, including family literary magazine and muckraking investigative journal. All are presented in *The Improbable First Century of Cosmopolitan Magazine*. The book boasts one particularly impressive contributor: Helen Gurley Brown herself, who rarely grants interviews but spoke and corresponded with James Landers to aid in his research. When launched in 1886, Cosmopolitan was a family literary magazine that published quality fiction, children's stories, and homemaking tips. In 1889 it was rescued from bankruptcy by wealthy entrepreneur John Brisben Walker, who introduced illustrations and attracted writers such as Mark Twain, Willa Cather, and H.G. Wells. Then, when newspaper magnate William Randolph Hearst purchased Cosmopolitan in 1905, he turned it into a purveyor of expose journalism to aid his personal political pursuits. But when Hearst abandoned those ambitions, he changed the magazine in the 1920s back to a fiction periodical featuring leading writers such as Theodore Dreiser, Sinclair Lewis, and William Somerset Maugham. His approach gathered success by the 1930s, but poor editing sunk Cosmo's readership as decades went on. By the mid-1960s executives considered whether Cosmopolitan die, but Helen Gurley Brown, an ambitious and savvy businesswoman, submitted a plan for a dramatic editorial makeover. Gurley Brown took the helm and saved Cosmopolitan by publishing articles about topics other women's magazines avoided. Twenty years...

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