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Estée Lauder: Businesswoman And Cosmetics Pioneer (Essential Lives)



Synopsis

This biography examines the remarkable life of Estée Lauder using easy-to-read, compelling text. Through striking black-and-white images and rich color photographs, readers will learn about Lauder's family background, childhood, education, and innovative work as the founder of the Estée Lauder cosmetics company. Informative sidebars enhance and support the text. Features include a table of contents, timeline, facts page, glossary, bibliography, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

Book Information

Series: Essential Lives

Library Binding: 112 pages

Publisher: Essential Library (August 2013)

Language: English

ISBN-10: 1617838926

ISBN-13: 978-1617838927

Product Dimensions: 0.5 x 6.5 x 9.8 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #1,486,023 in Books (See Top 100 in Books) #34 in Books > Teens > Education & Reference > Science & Technology > Technology > Inventions #225 in Books > Teens > Biographies > Women

Customer Reviews

More than a string of fact and dates, the Essential Lives series reveals the influences that shaped each individual and how, in turn, each individual shaped American history. Complemented by archival photos and clear narration, these biographies begin with a snapshot in time to pique interest before continuing along with chronological coverage. Estée Lauder follows a young Josephine Esther Mentzer, the daughter of Jewish immigrants, who combined her personal interest in beauty care with skin cream she learned to make in her chemist uncle's lab. After changing her name to Estée Lauder, the hardworking and determined entrepreneur created a marketing style that turned her home business into a global corporation. This series does an excellent job of depicting each individual as a nuanced human rather than an icon. Grades 7-10. --Angela Leeper

I worked for Estee Lauder years ago and found the book to be accurate. Enjoyed reading it. Barry

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