



Mr Playboy: Hugh Hefner and the American Dream

Steven Watts

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The real Hugh Hefner-the extraordinary inside story of an American icon

"Riveting... Watts packs in plenty of gasp-inducing passages."-*Newark Star Ledger*

"Like it or not, Hugh Hefner has affected all of us, so I treasured learning about how and why in the sober biography."-*Chicago Sun Times*

"This is a fun book. How could it not be? Watts aims to give a full account of the man, his magazine and their place in social history. *Playboy* is no longer the cultural force it used to be, but it made a stamp on society."-*Associated Press*

"In Steven Watts' exhaustive, illuminating biography *Mr. Playboy*, Hefner's ideal for living -- marked by his allegiances to Tarzan, Freud, Pepsi-Cola and jazz -- proves to be a kind of gloss on the Protestant work ethic."-*Los Angeles Times*

Gorgeous young women in revealing poses; extravagant mansion parties packed with celebrities; a hot-tub grotto, elegant smoking jackets, and round rotating beds; the hedonistic pursuit of uninhibited sex. Put these images together and a single name springs to mind-Hugh Hefner. From his spectacular launch of *Playboy* magazine and the dizzying expansion of his leisure empire to his recent television hit *The Girls Next Door*, the publisher has attracted public attention and controversy for decades. But how did a man who is at once socially astute and morally unconventional, part Bill Gates and part Casanova, also evolve into a figure at the forefront of cultural change? In *Mr. Playboy*, historian and biographer Steven Watts argues that, in the process of becoming fabulously wealthy and famous, Hefner has profoundly altered American life and values. Granted unprecedented access to the man and his enterprise, Watts traces Hef's life and career from his midwestern, Methodist upbringing and the first publication of *Playboy* in 1953 through the turbulent sixties, self-indulgent seventies, reactionary eighties, and traditionalist nineties, up to the present. He reveals that Hefner, from the beginning, believed he could overturn social norms and take America with him. This fascinating portrait illustrates four ways in which Hefner and *Playboy* stood at the center of several cultural upheavals that remade the postwar United States. The publisher played a crucial role in the sexual revolution that upended traditional notions of behavior and expectation regarding sex. He emerged as one of the most influential advocates of a rapidly developing consumer culture, flooding *Playboy* readers with images of material abundance and a leisurely lifestyle. He proved instrumental-with his influential magazine, syndicated television shows, fashionable nightclubs, swanky resorts, and movie and musical projects-in making popular culture into a dominant force in many people's lives. Ironically, Hefner also became a controversial force in the movement for women's rights. Although advocating women's sexual freedom and their liberation from traditional family constraints, the publisher became a whipping boy for feminists who viewed him as a prophet for a new kind of male domination. Throughout, Watts offers singular insights into the real man behind the flamboyant public persona. He shows Hefner's personal dichotomies-the pleasure seeker and the workaholic, the consort of countless Playmates and the genuine romantic, the family man and the Gatsby-like host of lavish parties at his Chicago and Los Angeles mansions who enjoys well-publicized affairs with numerous Playmates, the fan of life's simple pleasures who hobnobs with the Hollywood elite. Punctuated throughout with descriptions and anecdotes of life at the *Playboy* Mansions, *Mr. Playboy* tells the compelling and uniquely American story of how one person with a provocative idea, a finger on the pulse of popular opinion, and a passion for his work altered the course of modern history.

Spans from Hefner's childhood to the launch of *Playboy* magazine and the expansion of t

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Andrea Toliver: A lot of people always spent all their free time to vacation or go to the outside with their friends and family or their friend. Are you aware? Many a lot of people spent these people free time just watching TV, or perhaps playing video games all day long. If you want to try to find a new activity that is look different you can read some sort of book. It is really fun in your case. If you enjoy the book that you read you can spent 24 hours a day to reading a reserve. The book Mr Playboy: Hugh Hefner and the American Dream it is quite good to read. There are a lot of those who recommended this book. These were enjoying reading this book. In case you did not have enough space to create this book you can buy the particular e-book. You can m0ore easily to read this book from the smart phone. The price is not very costly but this book features high quality.

Daniel Soderquist: Reading can called imagination hangout, why? Because while you are reading a book particularly book entitled Mr Playboy: Hugh Hefner and the American Dream the mind will drift away trough every dimension, wandering in every aspect that maybe mysterious for but surely might be your mind friends. Imaging every single word written in a publication then become one contact form conclusion and explanation that maybe you never get prior to. The Mr Playboy: Hugh Hefner and the American Dream giving you yet another experience more than blown away your mind but also giving you useful details for your better life on this era. So now let us demonstrate the relaxing pattern the following is your body and mind will probably be pleased when you are finished reading through it, like winning an activity. Do you want to try this extraordinary spending spare time activity?

Kevin Strickland: What is your hobby? Have you heard in which question when you got pupils? We believe that that problem was given by teacher on their students. Many kinds of hobby, Everyone has different hobby. And you know that little person such as reading or as examining become their hobby. You have to know that reading is very important in addition to book as to be the thing. Book is important thing to increase you knowledge, except your personal teacher or lecturer. You see good news or update concerning something by book. Different categories of books that can you go onto be your object. One of them is this Mr Playboy: Hugh Hefner and the American Dream.

Robert Goddard: Some people said that they feel uninterested when they reading a guide. They are directly felt that when they get a half portions of the book. You can choose typically the book Mr Playboy: Hugh Hefner and the American Dream to make your personal reading is interesting. Your personal skill of reading skill is developing when you similar to reading. Try to choose easy book to make you enjoy to learn it and mingle the feeling about book and looking at especially. It is to be very first opinion for you to like to open a book and read it. Beside that the book Mr Playboy: Hugh Hefner and the American Dream can to be a newly purchased friend when you're experience alone and confuse in doing what must you're doing of the time.

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