

Intro Paragraph: BAD

Ruth Handler started Barbie. How did Ruth Handler get the idea for Barbie? What have been major changes to Barbie since she was first sold? Does Barbie follow fashion trends? Barbie has been popular for many years.

Intro Paragraph: BETTER

Ruth Handler started Barbie. Ruth thought of the idea for a Barbie doll because of her daughter. Barbie has been through some changes since she was first launched in 1959. Barbie's fashion follows the trends. Barbie has been popular for many years.

Intro Paragraph: BEST

Since she was first created in 1959, the Barbie doll and her creator, Ruth Handler, have enjoyed great success. After observing her daughter, Barbara, play, Ruth had a great idea for a different kind of doll. Once Ruth Handler and Mattel launched Barbie, they updated the doll, so she would stay current with society. Barbie not only follows fashion trends, but she also experiences a variety of careers and experiences that reflect all of the choices women have. Since she was first created, Barbie has remained one of the most popular dolls available.