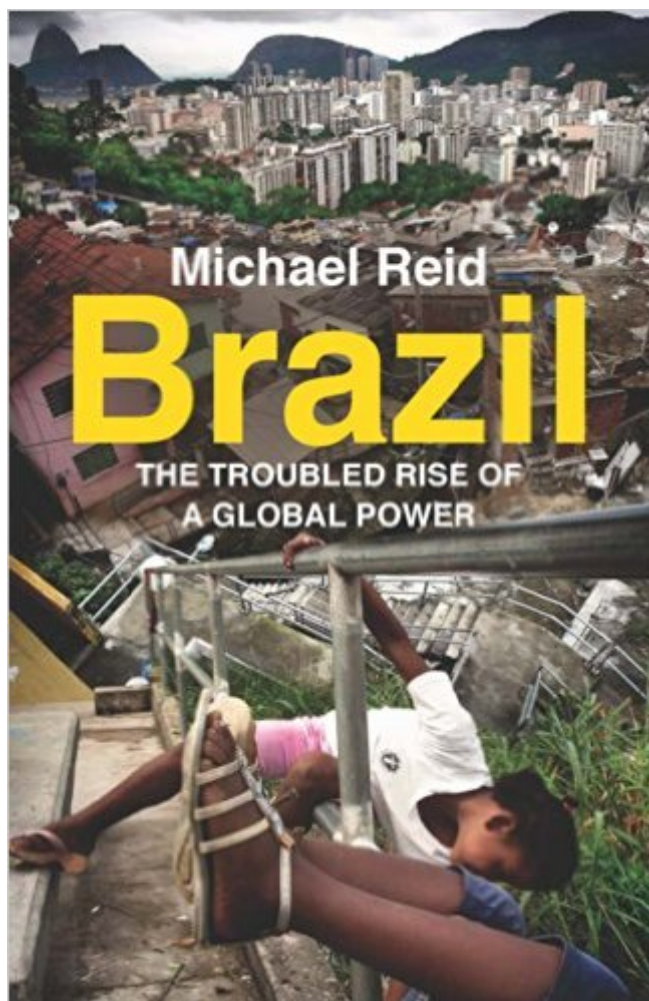


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Brazil: The Troubled Rise Of A Global Power



Synopsis

A knowledgeable appreciation of a complex, vital South American giant, destined to be one of the world's premier economic powers. Experts believe that Brazil, the world's fifth largest country and its seventh largest economy, will be one of the most important global powers by the year 2030. Yet far more attention has been paid to the other rising behemoths Russia, India, and China. Often ignored and underappreciated, Brazil, according to renowned, award-winning journalist Michael Reid, has finally begun to live up to its potential, but faces important challenges before it becomes a nation of substantial global significance. After decades of military rule, the fourth most populous democracy enjoyed effective reformist leadership that tamed inflation, opened the country up to trade, and addressed poverty and other social issues, enabling Brazil to become more of an essential participant in global affairs. But as it prepares to host the 2014 soccer World Cup and 2016 Olympics, Brazil has been rocked by mass protest. This insightful volume considers the nation's still abundant problems—an inefficient state, widespread corruption, dysfunctional politics, and violent crime in its cities—alongside its achievements to provide a fully rounded portrait of a vibrant country about to take a commanding position on the world stage.

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Customer Reviews

"A knowledgeable overview of [a] vast, vibrant country . . . a thorough study deeply informed by on-the-ground reporting."—Kirkus Reviews (Kirkus Reviews) "Until now,

there has been no concise English-language history of Brazil. Its vastness has perhaps overwhelmed previous attempts. Michael Reid's *Brazil* fills the gap with a valuable study likely to remain a well-thumbed reference for years. . . His clear, deeply researched account reaches back 500 years to identify three broad themes that continue to shape Brazil's development.

• John Paul Rathbone, *The Financial Times* (Michael Reid *Financial Times* 2014-06-07) "Perfectly timed for the World Cup, Reid's book is highly readable and scholarly. His subtle analysis is captured in a subtitle that makes clear that Brazil is both an emerging world power and a nation with deep-seated problems rooted in its colonial past, slavery and official paternalism."

• Gideon Rachman, *The Financial Times* (Gideon Rachman *The Financial Times* 2014-06-28) "Reid, a Latin Americanist of many years, opened the *Economist's* office in Brazil, in the mid 1990s, and knows the country intimately. His book should become the standard serious introduction to Brazil for anyone needing a concise history combined with a clear analysis of contemporary politics. Having read all the rest, I can say this is the best: elegantly written, concise and incisive."

• Misha Glenny, *The Irish Times* (Misha Glenny *Irish Times* 2014-06-21) "A rich, detailed account of Brazil's tug-of-war between hope and disappointment"

• Marcos Troyjo, *Americas Quarterly* (Marcos Troyjo *Americas Quarterly*) "This compelling account of the country's history . . . represents the most thoughtful and balanced recent assessment of Brazil's enormous triumphs and crushing failures, and of what lies ahead."

• Peter Hakim, *Foreign Affairs* (Peter Hakim *Foreign Affairs*) "The book is an excellent introduction to the country, published at an opportune time, given the recent election in Brazil, and the deeply contrasting visions of the future at stake."

• David Gallagher, *TLS* (David Gallagher *TLS* 2015-05-01)

Michael Reid is *The Economist's* Latin American columnist. He lived in Brazil from 1996 to 1999 and has been a frequent visitor since.

Although there have been many news stories about the recent economic development of Brazil, "Brazil: the Troubled Rise of a Global Power" is one of the few books that provides a historical context and an analysis of the current country. Historical events discussed in Part I are carefully focused to help the reader understand their importance to modern Brazil. These include Brazil's unique transition from a colony to an independent nation, the traditional power of landowners such as coffee planters, the effects of Getulio Vargas' incorporation of many Fascist labor laws, and

finally the transition from the military dictatorship to democracy. Part II is the most interesting section for readers interested in current Brazil. Reid discusses the administrations of three post-military-dictatorship presidents: Cardoso, Lula, and Dilma. He points out how each has helped change Brazil into a nation with an expanding economy with a growing middle class. His discussions of the current middle class and of the developing agriculture and petroleum industries are especially interesting. And of course, his information about the development of the Rain Forest is of international interest. Michael Reid spent several years as an Economist of London reporter in Brazil and published this book as the country prepared to host the World Cup Soccer tournament. He knows his subject. He is objective, but he writes from his British perspective supporting democratic development. It is an excellent resource for anyone interested in Brazil, its current development, and the changing world economic situation as BRICS nations take a larger role.

That is an excellent book. If you are interested in knowing about Brazil and why there are so many protests going on, that is the book to buy. Unfortunately, it took a major event like the World Cup to inspire someone to write a book in English about a poor country that dreams one day to be rich. The so called *paÃfÃ-s do futuro*. The author understood that the reality Brazil is facing has its roots in history and culture. But it is the people who are ultimately responsible for how things are in general, not prepared to sacrifice *alegria* for modernization, at least not yet. Growing up during the "Brazilian Miracle" of the 70's, I thought the country would be a super power in next twenty years or so. That did not happen, even with the military having total political control, there was not enough reforms done in time to deal with the oil crisis. I saw the same euphoric reaction during the Lula presidency as a repeat of those years, and once again, the excitement gave way to disillusion. Living in the US for so many years, I now understand and agree with what the author mentioned will take to achieve that better future waited for so long. I recommend it.

Michael Reid gives his readers a much-needed overview of the history, economy, society, and politics of Brazil since 1500. Too often, the country seems to live in the shadows of the other BRICS, i.e. Russia, India, China, and South Africa. To his credit, Mr. Reid examines with much objectivity the repeated disappointments that Brazil has had to endure both domestically and abroad. In summary, the book under review will hopefully give its readers a better appreciation for a country which is called to play an increasingly important role in the 21st century.

Part of me is a policy wonk but a bigger part just wants to know how things, including countries,

work. I read this book on a trip to Brazil in March of 2016, when two of the main characters, Lula and Dilma, were under fire. The book really helped me understand the complexity--and the potential--of this country. It is slightly dated only because things there change rapidly. But this book provides the underlying framework to permit the reader to make sense of these later events. I highly recommend it if you want to learn about Brazil and are limited to only one book. I did, by the way, try it on Audible and found it too difficult to follow.

This book is a must read for any English speaking person living in Brazil. It also needs to be translated into Portuguese. Many Brazilians would find themselves in agreement with most of what is written here. As a foreigner living in Brazil, for more than 10 years now, I found this book very insightful and highly recommend it.

Really enjoyed this book - an insightful look at Brazil from an economic, political and sociological lens. Drew an excellent map of how and why modern Brazil exists and acts as it does. If you have any interest in learning such things, read this book!

Excelent data presentation for all topics. Hope will sell many thousands books in Brazil.

Good book. Well written. Good historical examples. Fair analysis on the perspectives and challenges for Brazil's development. I'd recommend it for foreigners interested in learning a bit of current Brazil and how it got here.

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