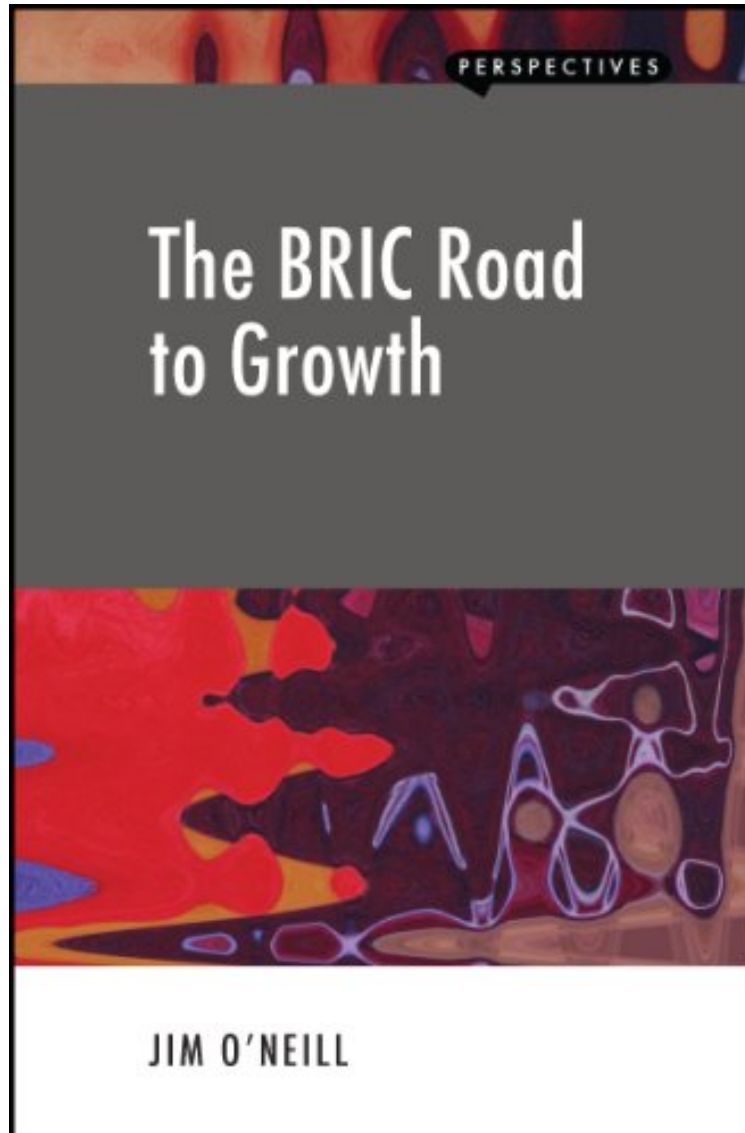


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Jim O'Neill

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Jim O'Neill : The BRIC Road to Growth (Perspectives) before purchasing it in order to gage whether or not it would be worth my time, and all praised The BRIC Road to Growth (Perspectives):

The idea that Brazil, Russia, India and China (the "BRICs") are the rising stars of the world economy is now widely accepted. However, the "old" developed nations have not adjusted to the new world order as they struggle with the legacy of the financial crisis. The BRICs and others (especially Korea) have already lquo;emergedrsquo; as economic

powers. This requires rapid adjustment in economic policies and especially global economic institutions. This book makes a strong case for a radical overhaul of global economic governance to put these powerful new economies at the heart of decision-making. The author argues that, while the new growth economies still have significant policy adjustments to make, it is also essential for old-world economies to learn from them too and to accept the new order. He looks at the roles of China, Korea and Africa and at the scale of South-South trade. What does all this mean for the EU and for the UK in particular? How should the world engage with the new economic powerhouses?

"At a time of historic shifts in the underlying dynamics of the world economy, not to mention great uncertainties hanging over the course of economic policy, Jim O'Neill provides a critical roadmap to understanding what really matters over the next several years and beyond." Jeffrey Garten, Juan Trippe Professor of International Trade and Finance; Former Undersecretary of Commerce for International Trade, Clinton Administration "Jim O'Neill can claim credit for transforming a debate and coining a term that has entered our lexicon: BRIC (Brazil, Russia, India, China). Here he shares a range of insights as to why these large economies are not the powers of the future, but "the powers of the present." Linda Yueh, Chief Business Correspondent for BBC News "In this physically slim but seriously thought-provoking book, Jim O'Neill suggests the key policy lessons of the success of the BRICs and other fast-growing emerging market and developing economies for the advanced countries. It is a subject we all need to understand, and this is a very good place to start" Stanley Fischer, former Governor of the Bank of Israel, former number 2 at the International Monetary Fund, and former Chief Economist at the World Bank "A demonstration of Jim Oneill's mastery of smart economics and unwavering commitment to global development, this book provides both food for thought and a way forward for policymakers worldwide. It is also a wake-up call for those in denial about the urgent need for the reform of institutions of global governance." Ngozi Okonjo-Iweal, Coordinating Minister for the Economy and Finance minister Nigeria and former Managing Director of the World Bank. About the Author Jim O'Neill retired as Chairman of Goldman Sachs Asset Management in April 2013. He joined Goldman Sachs in 1995, rising to chief economist, and in 2001 he led the team that conducted the original BRIC analysis. He is a non-executive director of the Department for Education and Employment, a member of the boards of the UK Royal Economic Society, Itinera and Bruegel, and also chairman of the charity SHINE. He has a lifelong passion for Manchester United FC, and has served as a non-executive director of the club's board. He is the author of *The Growth Map: Economic Opportunity in the BRICs and Beyond* (Portfolio Penguin 2013).