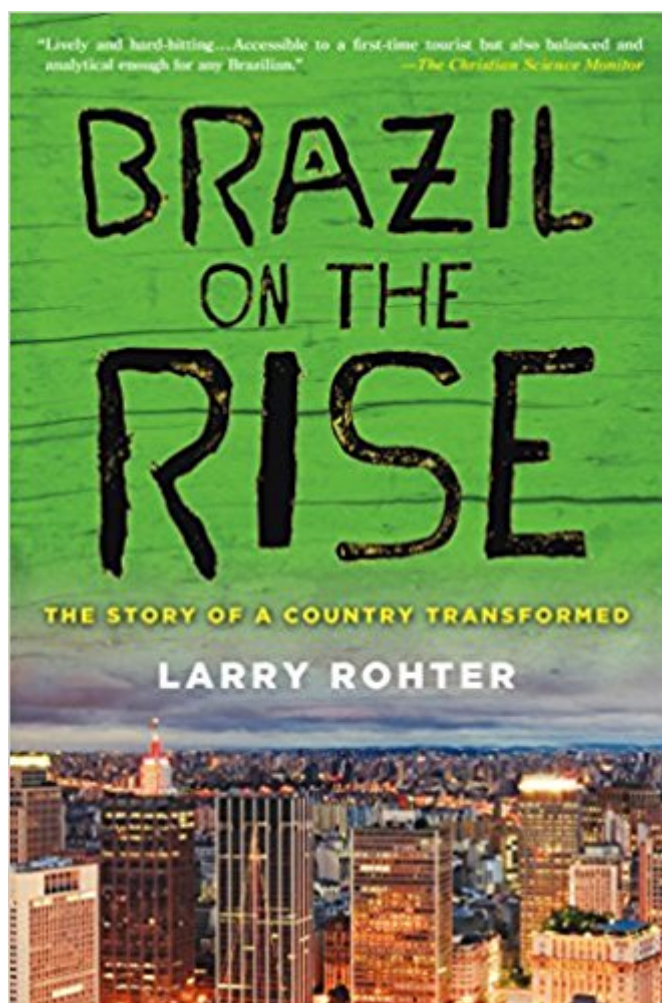


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# Brazil On The Rise: The Story Of A Country Transformed



## Synopsis

In this hugely praised narrative, New York Times reporter Larry Rohter takes the reader on a lively trip through Brazil's history, culture, and booming economy. Going beyond the popular stereotypes of samba, supermodels, and soccer, he shows us a stunning and varied landscape--from breathtaking tropical beaches to the lush and dangerous rainforest--and how a complex and vibrant people defy definition. He charts Brazil's amazing jump from a debtor nation to one of the world's fastest growing economies, unravels the myth of Brazil's sexually charged culture, and portrays in vivid color the underbelly of impoverished favelas. With Brazil leading the charge of the Latin American decade, this critically acclaimed history is the authoritative guide to understanding its meteoric rise.

## Book Information

Paperback: 304 pages

Publisher: St. Martin's Griffin; Reprint edition (February 28, 2012)

Language: English

ISBN-10: 0230120733

ISBN-13: 978-0230120730

Product Dimensions: 6.1 x 21.5 x 237 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 53 customer reviews

Best Sellers Rank: #158,439 in Books (See Top 100 in Books) #11 in Books > Travel > South America > Brazil > General #28 in Books > History > Americas > South America > Brazil #129 in Books > Politics & Social Sciences > Politics & Government > International & World Politics > Caribbean & Latin American

## Customer Reviews

In his first book, Rohter, a former New York Times bureau chief for Rio de Janeiro, breezes through Brazil's colonial history and then organizes an examination of contemporary events around themes like race, arts, industry, and the . Brazil, we learn, is a wildly enthralling country with a vast racial background, an enormous amount of agricultural opportunity, and a generally laissez-faire attitude; its influence on the rest of the world is substantial. While Brazil's economy and governance seem to be stabilizing, its people, Rohter argues, are stuck in a pattern of long-held race and class prejudice. Having spent 14 years in Brazil, Rohter is able to share many personal anecdotes, lending his concise effort tremendous color. Obviously an expert on the region, Rohter excels at bringing order

to a mass of information about a historically disorderly country. (Sept.) (c) Copyright PWxyz, LLC.  
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• Lively and hard-hitting • Rohter's very contemporary narrative of the past four decades of Brazilian history is peppered with supporting tales and interviews from his reporting • accessible to a first-time tourist but also balanced and analytical enough for any Brazilian • Critical and probing, Brazil on the Rise will largely leave the reader with an affectionate portrait of Brazilians. • • The Christian Science Monitor • For some time there has been a gap in the market for a good English book on Brazil. [Rohter] dusts off his old notebooks and finds stories that bring Brazil alive. • • The Economist • A powerful and well-informed argument about the state of Brazil's economy and why the country with its vast array of natural resources now seems poised to achieve the world power status that has long eluded it • the long-awaited future has arrived. • • The Associated Press • A timely, readable study of Brazil's history and current prospects • Offers an evenhanded consideration of some of Brazil's most celebrated artifacts, including Carnival, soccer and samba • With the recent granting of the 2016 Summer Olympics to Rio de Janeiro, Rohter's accomplished overview proves a solid brush-up. • • Kirkus Reviews • [Rohter] successfully illuminates some of the more convoluted issues within Brazilian society. He not only addresses the stereotypical Brazilian topics of soccer, beaches, and the , but he also tackles such complex subjects as oil, race, and politics • Recommended. • • Library Journal • Offers fascinating journalistic engagement with the personalities and stories of modern Brazil...Recommended. • • Choice • No one delivers a more insightful and thoughtful look at Brazil than Larry Rohter. His grasp and deep knowledge of my country gives you a sense of its dynamic and vibrant culture as well as the rapid ascent of its economy and its transformation from dictatorship to democracy. Anyone wanting to understand Brazil's place in the world today must first read this book. • • Paulo Coelho, author of The Alchemist • No one is better equipped than Larry Rohter to weigh and measure Brazil's remarkable transformation of recent years. Rohter knew the country in less happy times - of military dictatorship and failed economy. Then, by good fortune, as The New York Times's long-time bureau chief in Rio de Janeiro, he was again in place to record, explain and analyze Brazil's much-awaited emergence as an economic power and a self-confident democracy. This book is essential reading both for those interested in Brazil and Latin America as such and those seeking to understand the fast-changing international landscape of the early 21st century in which Brazil is now an important new player. • • Alan Riding, author of Distant Neighbors: A Portrait of the Mexicans • It is not surprising that Larry Rohter, who has written with great insight on Brazil

and South America for many years for The New York Times, has written a splendid and timely, indeed unrivaled, book on Brazil's meteoric economic success. It is a tour de force. • Jagdish Bhagwati, University Professor, Columbia University and author of In Defense of Globalization • Brazil is well on its way to becoming a great economic power, but it also is a country with a long and complex history. Larry Rohter knows the country inside out, loves it, and yet is able to bring an objective lens to help us understand where Brazil is coming from, the opportunities and challenges that it faces today, and its manifest destiny. A must-read. • Anil K. Gupta, co-author of Getting China and India Right

If you have taken an interest in Brazil, or would like to, you can't beat this author's telling of it's rise. It's not highly esoteric, but very readable, and understandable. Author gets into Brazil's politics, economy, culture. and several other subject areas. I'm reading as many Brazil books as I can find. It's so interesting. See if you find it so.

This account of Brazil is very contemporary and clearly written. The author knows his subject well, and presents social, economic and historical issues in a highly readable manner. For someone who wants a basic understanding of Brazil, this is a great book to start with. On the plus side, the author hits hard at the issues that are most important for the rise of Brazil into the twenty-first century. He spent many years in the country as a journalist, and the anecdotes he shares with the reader, based on his personal experience, are like little gems. On the negative side, his first four chapters seem to me a bit heavy-handed in their depiction of the down side of Brazilian culture. It may create a total misconception about the country for anyone reading the book who is not familiar with Brazil, its culture, and its history. For example, the beautiful beaches of Rio de Janeiro are stratified by class, Carnival is commercialized, and soccer is corrupt. All this might be true, but should that be the primary focus of these three topics? Other than this criticism, I want to emphasize that the book is very, very good. It is especially good because, as a journalist, the author has personally talked with key players in Brazilian culture and politics over a period of many years. He is very much attuned to the sociology, economics and politics of the country. One author he mentions is the Brazilian anthropologist Roberto DaMatta. A great book to read about Brazilian culture is DaMatta's *O Que Faz O Brasil, Brasil?* It is available on , but only in Portuguese. DaMatta has keen insight, a witty style, and the cartoon drawings to illustrate his themes are hilarious! Another good book on Brazilian culture by an American author is *The Brazilians*, by Joseph A. Page, available on , too (in English). Hmm, I think if you really want to know Brazil, learn the language, neh? I am giving

Brazil on the Rise four stars instead of five only because I felt uneasy about the presentation of the first four chapters.

I am Brazilian and I was preparing for a presentation in International at my University in USA about Brazil. Therefore I need a good source that would back me up with all my knowledge and experience in Brazil that was sharing. Here is what is amazing about the book: Larry wrote absolute what and how Brazil is. If you are looking to how the Brazilian culture with a nice writing style, this is your guide. Even that I am Brazilian and I believed that I did not need to read about Brazil, I enjoyed some much seen from others prospective that I read the entire book and I bought one just in case I need in the future. Enjoy it

This book gave me all the info I needed, it is the perfect primer on Brazil. The writing style is great, though i did have to pull out the dictionary a few times and it was short enough to finish in a weekend.

Brazil on the Rise is a book packed with facts and theories. It analyzes the country of Brazil from various angles, explaining the country and its people and Brazil's rise in world economy. A very good read, in my view the best of its kind.

It was a text for a class. It's ok and I found it useful when we visited Brazil. It's just not a very good read.

I am doing my Ph.D research in Brazil working with wildlife. This book does a wonderful job highlighting and explaining Brazilian culture, economy, history and possible future. Brazil is such a large country and is a mixture of different cultures.

I liked it because it helped prepare me for my first visit to the country. Good read.

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