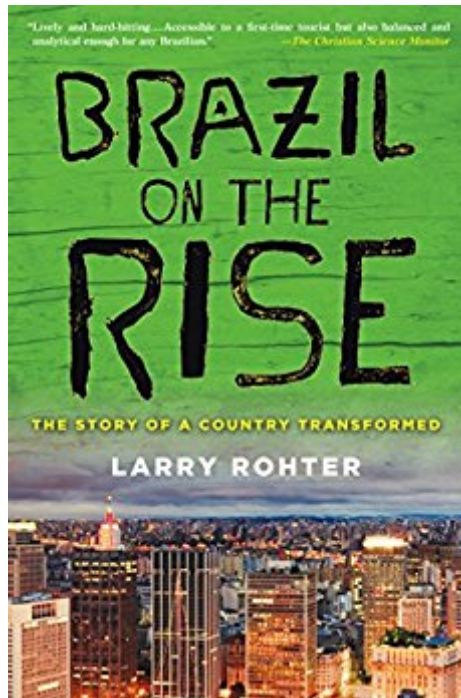


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# Brazil On The Rise: The Story Of A Country Transformed



## 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

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## Customer Reviews

Mr. Rohter enjoyed his 15 minutes of fame after President Lula illegal and clumsy attempt to expel him from Brazil for reporting in the New York Times about Lula's abuse with alcohol. So I ran to the library to get *Deu no New York Times (O Brasil segundo a otica de um reporter do jornal mais influente do mundo)*, published in Brazil (no English edition available). I liked the book so much, and

after so many recent headlines (just check the latest issues of The Economist) about Brazil successful agribusiness model and how it has achieved sustainable energy independence (sugarcane ethanol makes up 50% of the gasoline market + the recent discovery of huge off shore deposits of gas and oil), I also rushed to buy this book. Chapter 1, Brazil's history in a nutshell, and chapters 6 through 10 are a must read for anyone interested in understanding the Brazilian economic miracle. Five stars! Unfortunately, chapters 2 and 3, which by the way are completely out of context for a book dealing with "Brazil on the Rise", present a biased view of Brazil, with unfair generalizations and passing judgment based on his moral and religious view of the world. And chapter 2 in particular is written through the lenses of his apparent tight Protestant beliefs as he unnecessarily passes moral judgment on Brazilian sexuality and sexual preferences as viewed by him and supported just by anecdotes. The comparison Mr.

Brazil has experienced a huge improvement in its international status during last 10 years. How did Brazil do it? The book is interesting, but I am not sure it gave me an understanding why Brazil had surged. Larry Rohter is an American journalist who is a former New York Times bureau chief in Brazil. In 2004 he gained notoriety by publishing an article in NYT claiming that the President Lula was a feeble-minded alcoholic. Lula and the Brazilians took umbrage claiming that Rohter's article was politically motivated. Fortunately in reality Lula turned out to be a successful, sober-minded president, presiding over a significant rise of Brazil international status and economic power. As for the article, some say that it was an attempt of political "character-assassination" by the U.S. media against Lula who led a revolt among the developing nations against the U.S. agenda at Doha round of free trade negotiations in 2003, to say nothing about Lula's criticism of the war in Iraq. Who knows. As far as the book, while it is packed with information, it is, to my taste, a bit wishy-washy and goosy-doosy. Brazilian democracy has flaws. Whose doesn't? Rohter is writing about the samba nation, Brazilian insecurities, and complexes of "economic giant but political dwarf", how Brazilians allegedly dislike manual labor, ostensibly prone to racial discrimination. These are conventional fallacies. Rohter, who is native of Chicago, I think, goes on a limb by claiming that Brazil has a culture of unusually wide-spread corruption in big cities. I think he gets Brazil like so many Americans get Russia - through the prism of American Weltanschauung and the English language, which preprograms you to look at things in a certain light. His bias is too apparent; he may even flaunt it a bit.

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