After the collapse of the Soviet Union, the US became the lone superpower of the world. But it may not be able to hold this dominant position for long. The rapid transformation of BRICs means the US must prepare for a far different future, one where it must learn to share economic power as never before. The US must craft fresh strategies that will allow her to thrive in the shifting economic environment. US companies must train their current and future managers to compete with firms in the BRICs.

The BRIC Conference at the University of Connecticut in spring 2005 was held to examine what the US must do to compete with BRICs. Nineteen scholars from the US and abroad presented papers to examine various aspects of the ascendancy of BRICs. This book comprises the collection of these papers. The book presents what Americans need to know now about Brazil, Russia, India and China that will transform the global economy. It delves into the massive power of the BRICs and how they will reshape the global economy; it examines what could occur to slow their growth; it studies their strengths and weaknesses; and asks what the US should do to maintain its lead in terms of both government policies and firm strategies.

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