Preface

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.

This book, which is the output of the BRIC Conference, would not be possible without the active support of a number of individuals whom I must recognize. First, I am grateful to all the colleagues from different parts of the world for traveling to the University of Connecticut to participate in and speak at the conference. Without their commitment this book would not be feasible. Second, I want to thank CIBER Directors at Columbia University, University of Memphis, Thunderbird, the Galvin School of Management and the University of Wisconsin for co-sponsoring the BRICs Conference. Third, I am indebted to Dean William C. (Curt) Hunter, University of Connecticut, for writing the Foreword to this book despite his heavy commitments and frequent travels. Fourth, the CIBER colleagues at UCONN: Associate Director Kelly Aceto, and Student Manager of the program Alla Remen deserve my sincere thanks for their support in pursuing the BRIC program. Alla worked hard to coordinate the program with the speakers, while Kelly took care of the minutest logistical details. Along with them, I want to convey my thanks to graduate assistant Stephen Petretto and office staff Regina Forker and Diksha Gagrani for their wholehearted help and

support. Lastly, I want to thank my wife for putting up with me working late hours for several weeks before and during the conference. Her intellectual and moral support keep me going.

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