

# BRAZIL ON THE RISE

---

THE STORY  
OF A COUNTRY  
TRANSFORMED

---

LARRY ROHTER

palgrave  
macmillan

---

# CONTENTS

---

<b>INTRODUCTION</b>	The “Country of the Future” Reveals Itself	1
<b>ONE</b>	A History of Booms and Busts	11
<b>TWO</b>	Sin and Salvation South of the Equator	33
<b>THREE</b>	The Myth of a Racial Paradise	59
<b>FOUR</b>	The Tropical Lifestyle	81
<b>FIVE</b>	Creativity, Culture, and “Cannibalism”	107
<b>SIX</b>	Industrial Giant, Agricultural Superpower	139
<b>SEVEN</b>	Energy to Burn: Petroleum, Ethanol, and Hydropower	171
<b>EIGHT</b>	The Amazon: Nationalism and Paranoia in the Jungle	201
<b>NINE</b>	Becoming a “Serious Country”	223
<b>TEN</b>	Politics After Lula and FHC	251
	<i>Acknowledgments</i>	277
	<i>Bibliography</i>	281
	<i>Index</i>	283