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**LORD MANDELSON CONFIRMED AS KEYNOTE SPEAKER
FOR THE FINANCIAL TIMES AND GOLDMAN SACHS
BUSINESS BOOK OF THE YEAR AWARD DINNER 2009**

Monday 10 August 2009: Lord Mandelson, Secretary of State for Business, Innovation & Skills, has confirmed that he will be the keynote speaker at the Financial Times and Goldman Sachs Business Book of the Year Award Dinner, to be held at The Victoria & Albert Museum in London on 29th October.

The longlist for the Award (www.ft.com/bookaward) was announced today, marking the first public release of the longlist for this prestigious Award that aims to identify the book providing the most compelling and enjoyable insight into modern business issues.

The books on the longlist are:

Animal Spirits

George A. Akerlof & Robert J. Shiller (Princeton University Press)

Clever

Rob Goffee & Gareth Jones (Harvard Business Press)

Free

Chris Anderson (Random House UK, Hyperion Books USA)

Good Value

Stephen Green (Penguin Press UK, Grove/Atlantic USA)

House of Cards

William D. Cohan (Penguin Press UK, Doubleday USA)

How the Mighty Fall

Jim Collins (Random House UK, HarperCollins USA)

Imagining India

Nandan Nilekani (Allen Lane UK, Penguin USA)

In Fed We Trust

David Wessel (Crown Business)

Lords of Finance

Liaquat Ahamed (Cornerstone, Random House UK, Penguin Press USA)

The Match King

Frank Partnoy (Profile Books UK, Public Affairs USA)

The Myth of the Rational Market

Justin Fox (HarperCollins)

SuperCorp

Rosabeth Moss Kanter (Profile Books UK, Random House USA)

This Time is Different

Carmen M. Reinhart & Kenneth S. Rogoff (Princeton University Press)

Waste: Uncovering the Global Food Scandal

Tristram Stuart (Penguin Press UK, WW Norton & Co USA)

Why Your World is About to Get a Whole Lot Smaller

Jeff Rubin (Virgin Books UK, Random House USA)

A shortlist of six books determined by this year's Award judging panel will be announced on 17th September. The overall winner of the 2009 Book Award will be announced at a gala dinner at the Victoria & Albert Museum in London on 29th October. The winning author will receive £30,000 and the other five shortlisted authors will each receive £5,000.

The judging panel for the 2009 Award is:

- Lionel Barber, Editor, *Financial Times*
- Lloyd C. Blankfein, Chairman and Chief Executive Officer, The Goldman Sachs Group, Inc.
- Mario Monti, President of the Bocconi University of Milan and the first Chairman of Bruegel
- Helen Alexander, President, CBI
- Lynda Gratton, Professor, London Business School
- Alexander S. Friedman, Chief Financial Officer, The Bill & Melinda Gates Foundation

The Award is designed to highlight the book that provides the most compelling and enjoyable insight into modern business issues, including management, finance and economics. Entries were invited from publishers of business books in the English language that were first published between 31st October 2008 and 1st November 2009.

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Notes to editors:

The closing date for entries for The Financial Times and Goldman Sachs Business Book of the Year Award 2009, invited from publishers or bona fide imprints based in any country, was June 30, 2009. The judges reserve the right to call in titles additional to the published list. Details of the Terms and Conditions are available from www.ft.com/bookaward.

About the Financial Times:

The Financial Times, one of the world's leading business news organisations, is recognised internationally for its authority, integrity and accuracy. Providing extensive news, comment and analysis, the newspaper is printed at 23 print sites across the globe, has a daily circulation of 411,988 (ABC figures, June, 2009) and a readership of 1.3 million people worldwide. FT.com is the definitive home for business intelligence on the web, providing an essential source of news, comment, data and analysis for the global business community. FT.com attracts 11.4 million unique users, generating 83.2 million page views (ABCe figures, March 2009) and now has over 1.4 million registered users.

About Goldman Sachs:

Goldman Sachs is a leading global investment banking, securities and investment management firm that provides a wide range of services worldwide to a substantial and diversified client base that includes corporations, financial institutions, governments and high net worth individuals. Founded in 1869, it is one of the oldest and largest investment banking firms. The firm is headquartered in New York and maintains offices in London, Frankfurt, Tokyo, Hong Kong and other major financial centers around the world.

www.ft.com/bookaward