



Strictly embargoed until 12.01 am, 9 August 2010

**LOGLIST ANNOUNCED FOR THE FINANCIAL TIMES AND GOLDMAN SACHS
BUSINESS BOOK OF THE YEAR AWARD 2010**

Monday 9 August 2010: The longlist was announced today for the Financial Times and Goldman Sachs Business Book of the Year Award. The Award, which is in its sixth year, aims to identify the book providing the most compelling and enjoyable insight into modern business issues.

The books on the longlist are:

The End of the Free Market: Who Wins the War Between States and Corporations?
Ian Bremmer (Portfolio/Penguin)

How Markets Fail: The Logic of Economic Calamities
John Cassidy (Allen Lane/Penguin Press UK, Farrar, Straus and Giroux US)

Circle of Greed: The Spectacular Rise and Fall of the Lawyer Who Brought Corporate America to Its Knees
Patrick Dillon and Carl M. Cannon (Random House/Crown Publishing Group, Broadway Books)

Fortune's Fool: Edgar Bronfman, Jr., Warner Music, and an Industry in Crisis
Fred Goodman (Simon & Schuster)

Union Atlantic: A Novel
Adam Haslett (Tuskar Rock/Atlantic Books, Doubleday/Nan A Talese)

The Art of Choosing
Sheena Iyengar (Little, Brown, Twelve/Hachette Group)

The Lords of Strategy: The Secret Intellectual History of the New Corporate World
Walter Kiechel (Harvard Business Review Press)

The Facebook Effect: The Inside Story of the Company That Is Connecting the World
David Kirkpatrick (Simon & Schuster)

The Big Short: Inside the Doomsday Machine
Michael Lewis (Allen Lane/Penguin Press UK, WW Norton & Co US)

More Money than God: Hedge Funds and the Making of a New Elite
Sebastian Mallaby (Bloomsbury, Penguin Press)

All the Devils Are Here: The Hidden History of the Financial Crisis
Bethany McLean and Joe Nocera (Portfolio/Penguin)

What Works: Success in Stressful Times
Hamish McRae (Harper Press/HarperCollins)

Fault Lines: How Hidden Fractures Still Threaten the World Economy
Raghuram Rajan (Princeton University Press)

The Rational Optimist: How Prosperity Evolves
Matt Ridley (Harper/Fourth Estate, HarperCollins Publishers)

Too Big to Fail: The Inside Story of How Wall Street and Washington Fought to
Save the Financial System – and Themselves
Andrew Ross Sorkin (Allen Lane/Penguin Press UK, Viking/Penguin US)

MacroWikinomics: Rebooting Business and the World
Don Tapscott and Anthony Williams (Atlantic Books, Portfolio/Penguin)

A shortlist of up to six books determined by this year's Award judging panel will be announced on 16th September. The overall winner of the 2010 Book Award will be announced at the Award Dinner in New York on 27th October 2010. The winning author will receive £30,000 and the other shortlisted authors will each receive £10,000, an increase of £5,000 over previous years.

The judging panel for the 2010 Award is:

- Lionel Barber, Editor, Financial Times
- Liaquat Ahamed, Author
- Helen Alexander, President, CBI
- Lynda Gratton, Professor of Management Practice, London Business School
- Mario Monti, President, Bocconi University, Honorary President of Bruegel
- Jorma Ollila, Chairman, Nokia; Chairman, Royal Dutch Shell plc
- Shriti Vadera, Adviser to the G20 Presidency, Korea

As a number of books on this year's longlist address various aspects of the financial crisis, Lloyd Blankfein is recusing himself as a judge this year. Goldman Sachs is delighted to be a founder of the Financial Times and Goldman Sachs Business Book of the Year Award and remains enthusiastically committed to recognizing well written books that provide insight into some of the most important business issues of the day.

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 first published between 31st October 2009 and 15th November 2010.

For further information please contact:

UK: Katrina Power/Steven Williams, Midas Public Relations
T: +44 (0) 207 361 7860, +44 (0) 79639 62538
E: katrina.power@midaspr.co.uk

Follow on Twitter @Bizbookaward

Lizzie Talbot, Financial Times

T: +44 (0)207 873 4463

E: lizzie.talbot@FT.com

US: Angela Hayes, Goldberg McDuffie Communications

T: +1 212 446 5104

E: ahayes@goldbergmcduffie.com

Follow on Twitter @Bizbookaward

Darcy Keller, Financial Times

T: +1 212 641 6614

E: darcy.keller@ft.com

Ed Canaday, Goldman Sachs

T: +1 212 357 0005

E: ed.canaday@gs.com

Notes to editors:

The closing date for entries for The Financial Times and Goldman Sachs Business Book of the Year Award 2010, invited from publishers or bona fide imprints based in any country, was June 30, 2010. 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 essential news, comment, data and analysis for the global business community, the newspaper, printed at 23 print sites across the globe, has a daily circulation of 391,865 (ABC figures June 2010), while FT.com has over 2 million registered users and 126,281 digital subscribers. The FT has a combined print and online average daily readership of 1.9 million people worldwide (PwC audited figures, November 2009).

About Goldman Sachs:

The Goldman Sachs Group, Inc. is a leading global investment banking, securities and investment management firm that provides a wide range of financial services to a substantial and diversified client base that includes corporations, financial institutions, governments and high-net-worth individuals. Founded in 1869, 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