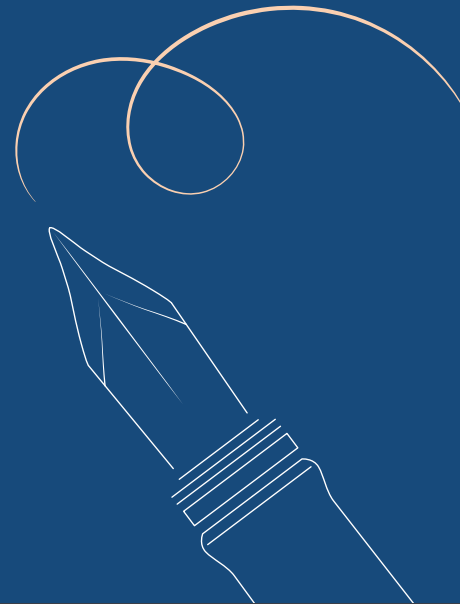




McKinsey  
& Company



# THE *Bracken* Bower PRIZE

## INFORMATION CARD

The **Financial Times** and **McKinsey & Company**, organisers of the **Business Book of the Year Award**, want to encourage young authors to tackle emerging business themes. They hope to unearth new talent and encourage writers to research ideas that could fill future business books of the year. A prize of £15,000 will be given for the best book proposal.

**The Bracken Bower Prize** is named after Brendan Bracken, chairman of the FT from 1945 to 1958, and Marvin Bower, managing director of McKinsey from 1950 to 1967, who were instrumental in laying the foundations for the present day success of the two institutions. This prize honours their legacy but also opens a new chapter by encouraging young writers and researchers to identify and analyse the business trends of the future.

The Prize will be awarded to the best proposal for a book about the challenges and opportunities of growth. The main theme of the proposed work should be forward-looking. In the spirit of the Business Book of the Year, the proposed book should aim to provide a compelling and enjoyable insight into future trends in business, economics, finance or management. The judges will favour authors who write with knowledge, creativity, originality and style and whose proposed books promise to break new ground, or examine pressing business challenges in original ways.

Only writers who are over the age of 18 and under the age of 35 on 30 November 2021 are eligible. They can be a published author, but the proposal itself must be original and must not have been previously submitted to a publisher.

### THE BRACKEN BOWER JUDGING PANEL

The judging panel for 2021 will be announced shortly but previous judges have included business leaders, academics and literary agents.

### HOW TO ENTER:

The complete rules and terms and conditions of entry and frequently asked questions can be found at:  
**[www.ft.com/brackenbower](http://www.ft.com/brackenbower)**

**The closing date for entries is 11:59pm British Summer Time on 30 September 2021.**

The proposal should be no longer than 5,000 words – an essay or an article that conveys the argument, scope and style of the proposed book – and must include a description of how the finished work would be structured, for example, a list of chapter headings and a short bullet-point description of each chapter. In addition, entrants should submit a biography, emphasising why they are qualified to write a book on this topic. The best proposals will be published on FT.com.

The organisers cannot guarantee publication of any book by the winners or runners-up. The finalists will be invited to the event on 1 December 2021 where the Bracken Bower Prize will be awarded alongside the Business Book of the Year Award. Once the finalists' entries appear on FT.com, authors will be free to solicit or accept offers from publishers. For further information please email: **[brackenbower@ft.com](mailto:brackenbower@ft.com)**