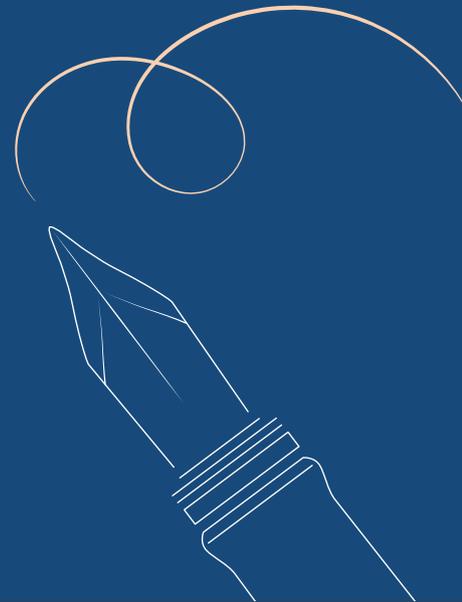




McKinsey
& Company



THE *Bracken* Bower PRIZE

TERMS AND CONDITIONS

This annual Prize, promoted by the Financial Times Limited (“FT”) and McKinsey & Company, Inc. (“McKinsey”), aims to discover, support and promote promising young authors of the business books of the future.

The Prize - named after Brendan Bracken and Marvin Bower, architects of, respectively, the modern FT and McKinsey - will be awarded to the best proposal for a book about the challenges and opportunities of growth by an author aged over 18 and under 35 years of age.

In the spirit of the FT and McKinsey Business Book of the Year Award, the proposed book should aim to provide a compelling and enjoyable insight into future trends in business, economics, finance or management.

The judges will seek to identify 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.

The winner will receive an award of £15,000, intended to fuel further research leading to publication of a full-length work. Subject to clause 8 of the Conditions of Entry below, an edited version of the winning proposal may be published in the Financial Times newspaper and/or on FT.com.

The winner and any selected runners-up will be announced at the Business Book of the Year Award Event: Winner Announcement on 1 December 2021, to take place virtually or in-person (the “Event”).

ELIGIBILITY

Each proposal must be an unpublished, original work in the English language, not previously submitted for the Prize. Only one submission from each author will be considered.

There are no restrictions of gender or nationality but the authors must be over 18 and under 35 years of age on 30 November 2021. Entries will be accepted from authors who have had books published before. Where a title has more than one author the prize money will be divided equally between the authors.

The proposal should take the form of an essay or article of no more than 5,000 words that conveys the argument, scope and style of a proposed full-length business book and includes a description of the structure of the proposed work.

Entrants who are current employees or contractors of the Financial Times Group, McKinsey & Company or the close relatives of such employees or contractors, are not eligible.

By submitting an entry, entrants agree to these terms and conditions and acknowledge that failure to comply with them may result in disqualification. The Prize competition shall be void where prohibited by local laws or regulations, including where in FT’s reasonable opinion we cannot accept an entry or provide a prize due to sanctions laws or banking restrictions. It is the responsibility of entrants to ensure that they are able to participate in the Competition in compliance with local laws and regulations. To the fullest extent permitted by law, FT or McKinsey is not liable where an entrant has breached local laws and/or regulations in connection with the Competition.

CONDITIONS OF ENTRY

1. One copy of the proposal must be submitted online [<https://businessbook.live.ft.com>], no earlier than 12 April 2021 [12pm British Summer Time] and by no later than [11:59pm British Summer Time on 30 September 2021]. FT, McKinsey & Company or any of their agents and subcontractors cannot accept responsibility for entries lost or delayed in submission. Proof of submission is not proof of receipt.
2. Copyright / Ownership - Entrants will own and retain any copyright in their entries.
3. Entry Specifications – a. Entrants are advised to retain a copy of entries as FT will be unable to return any submitted entry. Each entry must be: (a) in English; (b) an original work of which the entrant is the sole and original author, which has not been previously professionally or commercially published in any language and is not in breach of any third party right; (c) complete in itself; (i.e. not a fragment of a larger work); (d) submitted online or by email with the following specifications: double-spaced, set in 12-point type, with numbered pages; and (e) no more than 5,000 words, including a description of the structure of the proposed book. b. Entrants are required to include a separate short biography explaining their qualifications for writing the proposed work. c. Entries submitted online or by email will receive an automated acknowledgement.
4. Unacceptable Entries - Entries received after the closing date and/or which are not in accordance with the entry requirements set out at clause 3 will not be accepted. Neither FT nor McKinsey & Company will be responsible for delayed, undelivered or lost entries. We may share entries with a third party to check for plagiarism and verify that submitted entries are original works. FT reserves the right, in its sole discretion, to disqualify any individual who has not complied with the letter or the spirit of these Terms and Conditions. Any failure by FT to enforce any provision in these Terms and Conditions shall not constitute a waiver of that provision.
5. Warranties - By submitting an entry, you warrant to the FT and McKinsey & Company that your entry is totally your own original work, has not involved a ghost-writer, third party or any other contributor, does not infringe copyright or any other intellectual property rights and does not defame or invade the privacy rights of any third party, or infringe any other legal rights, regulations or laws.
6. FT reserves the right to cancel, suspend or amend the Prize competition, or any part of it (including these Terms and Conditions) or change the Prize (to one of equivalent or greater value) as required by the circumstances in FT's sole discretion.
7. Judges – Eligible proposals for the Prize competition will be judged by up to four judges who will seek to identify 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. The names of the judging panel will be made available on request. The judges will select one Winner (the "Winner"). The judges' decisions will be final and no correspondence will be entered into in relation to their decisions or the Prize competition.
8. Winning Entrants & Runners-up
 - a. The Winner shall receive £15,000 intended to fuel further research leading to publication of a full-length work. If the Prize is declined or unclaimed by the Winner, or if the Winner cannot be contacted from the details supplied, a replacement Winner may be chosen at the FT's discretion and will be notified by the FT. The original entry that was chosen will then be forfeited.
 - b. By submitting a proposal, the winning entrant and runners-up:
 - i. grant the FT all necessary and relevant licenses and permissions in relation to any publication of their entries in The Financial Times, www.ft.com (although the publishing of any entries in or on any of the FT publications shall be in the absolute discretion of the FT and the FT shall be under no obligation to publish such entries) and elsewhere at FT's discretion;
 - ii. agree to FT's use of his/her name and photograph in relation to publicity material; and Financial Times and McKinsey & Company | The Bracken Bower Prize ("Prize");
 - iii. FT reserves the right (in its sole discretion) to edit the winning entry and runners-up entries in respect of the above publication.
 - c. Neither FT nor McKinsey undertake to facilitate publication of the proposed book beyond the commitments laid out in these Terms and Conditions.
- Data - By submitting any personal information required as part of your entry, you consent to your personal information being held and processed in accordance with all data protection legislation applicable in the United Kingdom and in accordance with the FT Privacy Policy, available at: <http://help.ft.com/legal/financialtimes-privacy-policy>.

CONDITIONS OF ENTRY CONTINUED

9. Miscellaneous

- a. The result of the Prize competition is final and no correspondence will be entered into. The Prize is non-transferable and non-refundable.
- b. The Prize winner will be required to complete and return an eligibility form stating their age and residency details.
- c. FT and McKinsey cannot accept responsibility for or liability arising from participants taking part in the Prize competition or for taking up the Prize. FT and McKinsey give no warranty or guarantee in relation to the Prize and accepts no responsibility or liability for the Prize being amended by either FT or McKinsey. To the fullest extent permissible by law, FT and McKinsey exclude liability for all loss, damage or claim arising as a result of the participant's entry into the Prize competition or any use of the Prize.
- d. By entering the Prize competition, entrants agree to hold FT harmless for liability, damages or claims for injury or loss to any person or property, relating to, directly or indirectly, participation in this Prize competition, or claims based on publicity rights, third party intellectual property rights, defamation or invasion of privacy.
- e. These terms and conditions shall be governed by and construed in accordance with English law. Disputes arising in connection with this Prize competition shall be subject to the exclusive jurisdiction of the English courts.

10. The promoters of the Prize competition: The contact details of the promoters are:
Financial Times Limited – Bracken House, 1 Friday Street, London EC4M 9BT; and McKinsey & Company, Inc. – The Post Building, 100 Museum Street, London WC1A 1PB.

Any enquiries relating to the Competition should be emailed to **brackenbower@ft.com**.