

Contents

1 Introduction: Why Brazil?	1
References	10
2 The 'Multi-Polar World', BRICS and the Coming Chinese Hegemony: Prognoses and Daydreams	11
2.1 The Classical Theory of Modernisation and the Rise of 'Non-West'	11
2.2 The 'Great Convergence' and Economic Fetishism	21
References	27
3 Thunderclouds Over the Emerging Countries and the Middle-Income Trap	31
3.1 The Difficulties of Emergence	31
3.2 The Great Advice of Gerschenkron and Brazil	36
3.3 The Middle-Income Trap: Is There an Exit?	42
References	50
4 The Rise to Modernity via Conservative Modernisation	55
4.1 From the Colonial Times to the Collapse of 1930	55
4.2 The Revolution from Above and the Spurt of Late Industrialisation	62
4.3 The New Authoritarianism and the Project of a Tropical Mass Consumption Society	68
References	73
5 The New Model of Development or Conservative Modernisation in the Left-Centrist Arrangements (1995–2015)?	79
5.1 The <i>Plano Real</i> and Neoliberal Reforms	79
5.2 The Left Turn: Combining Incompatibles?	87
References	99

6	The Costs of Success and Return to the Past	105
6.1	Deindustrialisation and Its Types	105
6.2	Deindustrialisation in Brazil	114
6.3	The "Friendship" with China and the Interests of Agribusiness	125
	References	136
7	How Did the Incomes of Brazilians Change Under the Left Government?	143
7.1	Incomes of Brazilians: Are They Big or Small?	143
7.2	The Structure of Private Expenditures: Consumption of Material and Immaterial Goods	155
	References	165
8	Brazilian Society as the Obstacle to Self-Modification	167
8.1	The 'conto de fada' About the New Middle Class in Brazil	167
8.2	Conservatism of the Poor	174
8.3	The Rise of New Requirements, the End of Compromises and the Blind Alleys of Conservative Modernisation	180
	References	188
9	Concluding Remarks: Some Prospects for Brazil and Other Emerging Countries or the Myth of Emergence?	193
	References	198