



# THE *Bracken* Bower PRIZE

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE PURPOSE OF THIS PRIZE?

The **FT** and **McKinsey & Company** want to encourage promising young authors to tackle emerging business themes. By putting up a prize of £15,000 for the best book proposal, we hope to unearth new talent and encourage writers to research themes that could fill future business books of the year.

### WHY IS IT CALLED THE BRACKEN BOWER PRIZE?

Brendan Bracken, chairman of the FT from 1945 to 1958, and Marvin Bower, managing director of McKinsey & Company from 1950 to 1967, laid 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.

### IS THE PRIZE OPEN TO ALL?

Only writers who are over 18 and under 35 on 30 November 2022 will be eligible. You can be a published author, but the proposal itself must be the author's original work and must not have been previously submitted to a publisher.

### WHAT TOPIC SHOULD I TACKLE?

The prize will be awarded to the best proposal for a book about any aspect of **the challenges and opportunities of growth**.

### ARE THE JUDGES LOOKING FOR ANYTHING SPECIFIC?

The main theme of the proposed work should be forward-looking. In the spirit of the FT 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.

### WHO ARE THE JUDGES?

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

### HOW SHOULD THE PROPOSAL BE PRESENTED?

The complete rules and terms and conditions of entry to the prize can be found via the FT hosted main website at **businessbook.live.ft.com** or our FT articles page at **ft.com/brackenbower**. The proposal should be no longer than 5,000 words - an essay or 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, you should submit a biography, emphasising why you are qualified to write a book on this topic.