

NATIONAL BUSINESS BOOK AWARD ANNOUNCES FINALISTS

This year's leading business books focus on economics and financial uncertainty

TORONTO, April 19 /CNW/ - The finalists for this year's National Business Book Awards were announced today by co-sponsors PwC and BMO Financial Group. The award of \$20,000 is presented to the author of an outstanding Canadian business-related book published in 2010.

This year's book submissions reflect that Canadians are still looking for clarity and direction in the aftermath of the global financial crisis. Many of the books focused on economics and on developing a new understanding of what has gone on over the past few years. The environment was also a common theme among submissions. The authors offer lessons from the past and reinforce the importance of Canadian business writing as a means of understanding current issues affecting the business world.

This year's finalists are:

- Sheila McLeod Arnopoulos, **Saris on Scooters: How Microcredit Is Changing Village India**, published by Dundurn Press Toronto. Arnopoulos, a journalist and author, chronicles the stories shared by a number of women about how access to microcredit has transformed their lives and the future of all women living in remote villages of India. It offers an inside look at the reality of emerging economies.
- Richard Florida, **The Great Reset: How New Ways of Living and Working Drive Post-Crash Prosperity**, published by Random House Canada. Florida, an economic development expert, examines the history of economic downturns and the opportunities they present for change - to reshape society, physical and social landscapes and economic growth. Florida describes these opportunities as "resets" which play a vital role in driving the economy forward. Reviewing lessons from the past, Florida speculates about the future and the patterns that will propel the next "great reset".
- Ezra Levant, **Ethical Oil: The Case for Canada's Oil Sands**, published by McClelland & Stewart Ltd. Levant, a lawyer, journalist and public activist, tackles a global issue that has an overwhelming impact on Canada and its place in the world. He argues that although society fails to consider the ethical implications of gas and oil prices, Canada's overall "ethical" profile exceeds that of many other oil-producing nations. Levant continues to reveal the myths about

- the country's oil sands and examines the issues around protecting the environment and the role of the media.
- David Orrell, *Economyths: Ten Ways Economics Gets It Wrong*, published by John Wiley & Sons Canada, Ltd. Orrell, mathematician and author, explores the abundant history of economic theory and exposes the flaws in conventional economic models. Through a variety of analogies, the book explains a number of economic myths that pervade the field and analyzes the shortcomings of each. Using current economic issues to reinforce his arguments, Orrell explores how the financial crisis arose and offers alternatives for post-crisis economic thought and action.

Now in its 26th year, the National Business Book Award is an annual celebration of Canadian authors of exceptional non-fiction, business-related books published in Canada. The award has come to be recognized as one of Canada's most prestigious literary awards. It continues to gain attention from not only the Canadian business world, but also from publishers, authors, journalists, academics, economists, politicians and business leaders around the world.

The National Business Book Award jury is chaired by Roger Martin, Dean, Rotman School of Management, University of Toronto. The panel includes: Jane Cooney, Founder, Books for Business; William Dimma, Chairman Emeritus, Home Capital Group, Inc.; Peter Mansbridge, Chief Correspondent, CBC Television Network; Deirdre McMurdy, Adjudicator; and The Honourable Pamela Wallin, Senator.

The winner of the National Business Book Award will be announced on May 12, 2011 at a luncheon in Toronto, hosted by PwC and BMO Financial Group.

Last year's National Business Book Award winner was Jeff Rubin for his book *Why Your World is About to Get a Whole Lot Smaller: Oil and the End of Globalization*.