



Brazil's International Ethanol Strategy

Lula's Quest for a Global Biofuels Market

By *Thomas Fröhlich*

Pub Date: 08 February 2022

Binding: Hardback

Price: £80.00 / \$125.00

ISBN: 9781839980244

BISAC CATEGORY: POLITICAL SCIENCE / International Relations / General POLITICAL SCIENCE / International Relations / Trade & Tariffs, POLITICAL SCIENCE / World / Caribbean & Latin American

BISAC CODE: POL011000

BIC CODE: JPSD

Extent: 270 pages

Size: 153 x 229 mm /

6 x 9 inches

Series: Anthem Brazilian Studies

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Exclusive: WORLD

"Brazil's International Ethanol Strategy provides an excellent case study of the ways international diplomacy overlaps with energy markets in the twenty-first century. By exploring how Brazil tried to build a global market for ethanol — and how this process required multilateral engagements with countries in the global North and South — Fröhlich shows how countries like Brazil attempt to build their foreign influence through diverse and innovative diplomatic strategies." — Dr. Jeff Garmany, School of Social and Political Sciences, University of Melbourne, Australia.

"In the last 40 years Brazil has successfully implemented a complex, multimillion and safe ethanol (and biofuel) industry. The use of ethanol in light vehicles saves Brazil from the oil shocks, the oil prices volatility and will save the country from climate change. It is worth nothing that other economies have been interested in how Brazil did that! And that's what Mr Fröhlich has been studying and brings light on in this book." — Fernanda Delgado, Professor and Strategic Advisor at FGV Energia, Brazil

This comprehensive study analyzes Brazil's efforts to create a global market for ethanol under the governments of the Workers' Party.

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About the Author

Thomas Fröhlich is an international relations scholar and expert on Latin America. His research explores the global energy transition and soft power. Thomas holds a PhD in international relations from King's College London and a master's degree from the University of Munich.

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