

FT GLOBAL CONFERENCES & EVENTS

BUSINESS BOOK OF THE YEAR 2008

AWARD DINNER

Tuesday, October 14, 2008

The Plaza, Fifth Avenue at Central Park South
New York City

Welcome

Dear Guest

We are delighted that you are able to join us for the fourth annual Gala Dinner to celebrate the *2008 Financial Times and Goldman Sachs Business Book of the Year Award*.

Since we launched the Award in 2005, we have been extremely gratified by the interest in the programme from book publishers and business people alike. The number of entries – spanning a broad array of industries and disciplines – continues to increase each year.

Once again, this year's entries have provoked fascinating debate. The books tackle a range of themes from takeover battles and investment secrets to copyright and creativity and the ups and downs of free trade and globalisation. We believe we have identified six strong contenders for the top prize, with all finalists contributing to the knowledge and understanding of issues relevant to business people in the 21st century.

Tonight's winner is the book that, in the opinion of our judging panel, provides 'the most compelling and enjoyable insight into modern business issues, including management, finance and economics.'

We would like to thank our fellow judges – all new to the process in 2008 – for the time and effort they have dedicated to the Award.

We thank you for your support, congratulate all of the shortlisted authors, and very much look forward to announcing the winner.

With best wishes,



Lionel Barber
Editor
Financial Times



Lloyd C Blankfein
Chairman and Chief Executive Officer
The Goldman Sachs Group, Inc.

Menu

*Black Mission Fig Tart Layered with Chevre and Rosemary Caramelized Garlic and Leeks
Salad of Mache and Lemon with Basil-infused Olive Oil and Balsamic Reduction*



*Pepper Seared Loin of Lamb
with Mixed Root Vegetables, Purple Potatoes Puree, Red Currant Poivrade Sauce*



*Chocolate Banana Praline
Vanilla Bean Ice Cream, Chocolate and Caramel Sauce*



Coffee and Petit Fours

WINES

Sauvignon Blanc, Rodney Strong, Charlottes Home, Sonoma 2006

Cabernet Sauvignon, Clos du Bois Reserve, Alexandra Valley 2005

Program

7:00 Reception

7:30 Dinner Announced

WELCOME ADDRESS

Maria Bartiromo, 'Closing Bell' and 'The Wall Street Journal Report', *CNBC*

Dinner

KEYNOTE ADDRESS

Samuel J Palmisano, Chairman of the Board, President and Chief Executive Officer, *IBM Corporation*

8:55 INTRODUCTION OF AWARD AND PRESENTATION TO WINNER

Lionel Barber, Editor, *Financial Times*

Lloyd C Blankfein, Chairman and Chief Executive Officer, *The Goldman Sachs Group, Inc.*

FINALISTS

A Splendid Exchange – How Trade Has Shaped the World from Prehistory to the Present

William Bernstein

Cold Steel – The Multi-Billion-Dollar Battle for a Global Empire

Tim Bouquet and Byron Ousey

When Markets Collide – Investment Strategies for the Age of Global Economic Change

Mohamed El-Erian

McMafia – Crime Without Frontiers

Misha Glenny

Remix – Making Art and Commerce Thrive in the Hybrid Economy

Lawrence Lessig

The Snowball – Warren Buffett and the Business of Life

Alice Schroeder

9:45 Close of Award Ceremony

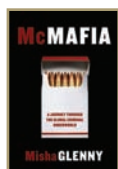
Shortlisted Books



Cold Steel
The Multi-Billion-Dollar Battle for a Global Empire
Tim Bouquet and Byron Ousey

Published: April 17, 2008, Little Brown

In 2006, the two largest steel-producers went head to head in a bitter battle for total market domination. Lakshmi Mittal, a Calcutta-born industrialist who had raised himself up from humble beginnings to become the world's fourth-richest man, proposes a friendly merger with rival Arcelor, a pan-European company whose interested parties include the governments of Spain, Luxembourg and Belgium. Arcelor's mercurial CEO, Frenchman Guy Dolle, firmly refuses, and the scene is set for a massive hostile takeover involving billions of dollars of finance, government and shareholder manoeuvring, and accusations of jingoism and double-dealing. Fast-paced and electrifying, *COLD STEEL* brings to life the cut and thrust of big business at war.



McMafia
Crime Without Frontiers
Misha Glenny

Published: March 3, 2008, Random House

The journey begins with an appalling and inexplicable murder in England's stockbroker belt and continues with stories that are often horrifying, sometimes inspiring, usually bizarre and occasionally funny. But together they build a breathtaking picture of the shadow economy that has grown so fast that it may now account for about 20% of the world's GDP.

Usually the preserve of sensationalist reporting in the tabloid press, organised crime has seeped into our lives in so many ways and often without our knowledge. This consistently riveting account unveils the nature of crime in today's world but it also offers profound insights into the pitfalls of a globalisation where the rules dividing the legal from the illegal are often far from clear. *McMafia* unpicks the nexus of crime, politics and money worldwide which have become entangled and interdependent in entirely novel forms since the 1980s. It argues that conventional policing methods are no longer appropriate to deal with a problem whose roots lie in global poverty and the ever widening divisions between rich and poor.

Remix
Making Art and Commerce Thrive in the Hybrid Economy
Lawrence Lessig

Published: October 16, 2008, The Penguin Press

A restrictive copyright system driven by corporate interests is harmful to our children and almost anyone who creates, enjoys, or sells any art form. For many, new technologies have made it irresistible to flout these unreasonable and ultimately untenable laws. Some of today's most talented artists are felons, and so are our kids, who see no reason why they shouldn't do what their computers and the web let them do, from burning a copyrighted CD for a friend to "biting" riffs from films, videos, songs, etc and making new art from them.

Lessig suggests that by embracing "read-write culture," which allows its users to create art as readily as they consume it, we can ensure that creators get the support – artistic, commercial and ethical – that they deserve and need. He shows how we can and should use the new hybrid economy that combines the profit motives of traditional business with the "sharing economy" to benefit those who make and consume culture.



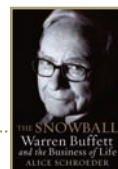
The Snowball
Warren Buffett and the Business of Life
Alice Schroeder

Published: September 29, 2008, Bloomsbury

For the first time in his life, Warren Buffett opened his world, giving Alice Schroeder unprecedented access to himself, his files, friends and associates. This book provides never-before-published insight into his character and life, distilling the principles and philosophies that have guided him on a path to extraordinary success and esteem.

The Snowball presents the man behind the extraordinary success, leadership and philanthropy; a biography of his ideas, a perspective that can be applied to business and the day-to-day decisions that dominate our lives.

There have been many books written about Warren Buffett that purport to have the formula for his investment genius, but The Snowball is the first and only book written with Warren Buffett's cooperation.



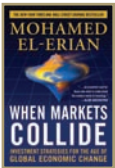
Goldman
Sachs



A Splendid Exchange
How Trade Has Shaped the World from Prehistory to the Present
William Bernstein

Published: July 24, 2008, Atlantic Books

A Splendid Exchange tells the epic story of global commerce from its prehistoric origins to the myriad controversies surrounding it today. It transports readers from the sugar rush that brought the British to Jamaica in 1655 to the firestorm over globalization today, moving from the silk route between China and Rome in the second century to the rise and fall of the Portuguese monopoly in spices in the sixteenth. Along the way, William Bernstein examines how our age-old dependency on trade has contributed to our planet's agricultural bounty, stimulated intellectual and industrial progress and made us both prosperous and vulnerable.



When Markets Collide
Investment Strategies for the Age of Global Economic Change
Mohamed El-Erian

Published: June 10, 2008, McGraw-Hill

When Markets Collide is a timely alert to the fundamental changes taking place in today's global economic and financial systems – and a call to action for investors who may fall victim to misinterpreting important signals.

While some have tended to view asset class mispricings as mere “noise,” this compelling book shows why they are important signals of opportunities and risks that will shape the market for years to come. One of today's most respected names in finance, Mohamed El-Erian puts recent events in their proper context, giving you the tools that can help you interpret the markets, benefit from global economic change, and navigate the risks.

Keynote Speaker

Samuel J Palmisano

Chairman of the Board, President and Chief Executive Officer
IBM Corporation



Samuel Palmisano is Chairman of the Board, President and Chief Executive Officer of the IBM Corporation. Mr Palmisano was appointed to this position on January 6, 2003. Previously, he served as President and Chief Operating Officer.

He began his career in 1973 in Baltimore, Maryland. Since then, Mr Palmisano has held a series of leadership positions during his IBM career, including senior vice president for the Enterprise Systems and Personal Systems groups. Mr Palmisano also played a key role in creating and leading IBM's Global Services, rising to senior vice president, and building the largest and most diversified IT services organization in the industry. He also served as senior managing director of operations for IBM Japan.

Mr Palmisano is a graduate of The Johns Hopkins University. In recognition of his leadership role as co-chair of the Council of Competitiveness' National Innovation Initiative, as well as his many business accomplishments, Mr Palmisano was awarded an Honorary Degree of Doctor of Humane Letters from Rensselaer Polytechnic Institute in September 2005. In July 2006, he was awarded an Honorary Fellowship from the London Business School.

Guest Host



Maria Bartiromo

Host of CNBC's "Closing Bell", Host and Managing Editor of the nationally syndicated "Wall Street Journal Report with Maria Bartiromo"

Maria Bartiromo is the anchor of CNBC's "Closing Bell" and host and managing editor of the nationally syndicated "Wall Street Journal Report with Maria Bartiromo," which was recently rated the most watched financial news program in America.

Maria writes a weekly column in BusinessWeek magazine entitled "FaceTime with Maria Bartiromo" and also contributes to a weekly column in Milano Finanza.

In 1995, Maria became the first journalist to report live from the floor of the New York Stock Exchange on a daily basis where she covered breaking news for the network's unscripted and fast-paced business morning program, "Squawk Box." She reported from the NYSE for 10 years.

Maria joined CNBC in 1993 after five years as a producer and assignment editor with CNN Business News. She has anchored the television coverage of New York City's world famous Columbus Day Parade since 1995. Maria has been honored with many prestigious journalism awards and also writes columns for the national and international media.

She also is a Young Global Leader of the World Economic Forum, a member of The Wharton Leadership Advisory Board, and a member of the Board of Governors of the Columbus Citizens Foundation. She graduated from New York University, where she majored in journalism and minored in economics.

Judges

Helen Alexander, CBE

Senior Adviser, *Bain Capital*; Vice President, *CBI*
Non-Executive Director, *Centrica plc* and *Rolls-Royce plc*



Helen Alexander is vice-president of the CBI. She was Chief Executive of The Economist Group 1997 – 2008, having joined the company in 1984. She was Managing Director of the Economist Intelligence Unit from 1993 until the end of 1996. Helen is a non-executive director of Centrica and Rolls Royce, a Trustee of the Tate Gallery and a deputy chairman of the governors of St Paul's Girls' School. She was awarded a CBE for services to publishing in 2004. She has an MBA from INSEAD and she is an Honorary Fellow of Hertford College, Oxford.

Lionel Barber

Editor
Financial Times



Lionel Barber is the editor of the Financial Times, appointed in November 2005. Previously, he was the newspaper's US managing editor, based in New York, responsible for the US edition and all US news on FT.com.

Joining the FT in 1985, he was the editor of the continental European edition between 2000 and 2002 and from 1998 till 2000, he was the news editor. He has also been the Brussels bureau chief, US editor and Washington correspondent.

In 2001, Lionel was invited to brief George W. Bush on European affairs ahead of the president's inaugural mission to Europe. In the same year, European Voice named him one of the 50 most influential personalities in Europe.

Lionel began his career in journalism in 1978 as a reporter for The Scotsman. He moved to The Sunday Times to become a business correspondent in 1981.

He has written several books and has lectured widely on US foreign policy, transatlantic relations, European security and monetary union in the US and Europe. He appears regularly on national and international TV and radio.

Lionel graduated from Oxford University with a joint honours degree in German and modern history and speaks fluent French and German.



Lloyd C Blankfein

Chairman and Chief Executive Officer
The Goldman Sachs Group, Inc.

Lloyd Blankfein is chief executive officer of The Goldman Sachs Group, Inc. and chairman of the Board of Directors. He joined Goldman Sachs' J. Aron Currency and Commodities Division in 1982 after working as an attorney in a law firm. Lloyd became a partner in 1988 and was named co-head of the J. Aron Division in 1994, and in 1997, co-head of the Fixed Income, Currency and Commodities Division. He served as vice chairman of the firm from 2002 through 2003, and served as the firm's president and chief operating officer from December 2003 through June 2006 before assuming his current role.

He is a member of the Harvard University Committee on University Resources, a member of the Advisory Board of the Tsinghua University School of Economics and Management, an overseer of the Weill Medical College of Cornell University and a co-chairman of the Partnership for New York City. He resides in New York City with his wife, Laura, and their three children.



Niall Ferguson MA, D.Phil.

Academic, Author and Financial Historian

Niall Ferguson is Laurence A. Tisch Professor of History at Harvard University and William Ziegler Professor of Business Administration at Harvard Business School. He is also a Senior Research Fellow at Jesus College, Oxford University, and a Senior Fellow at the Hoover Institution, Stanford University.

His first book, *Paper and Iron* (1995), was short-listed for the *History Today* Book of the Year award, while the collection of essays he edited, *Virtual History* (1997), was a UK bestseller. In 1998 he published to international critical acclaim *The Pity of War* and *The House of Rothschild*, the latter of which won the Wadsworth Prize for Business History. In 2001, after a stint at the Bank of England as a Houblon-Norman Fellow, he published *The Cash Nexus*.

Since moving to the US, he has published *Empire* (2004); *Colossus* (2004) and *The War of the World* (2006). His latest book is *The Ascent of Money: A Financial History of the World* (2008). All these books have formed the basis for television documentaries, notably *The War of the World*, which aired on PBS in the summer of 2008. Niall Ferguson is also a contributing editor of the Financial Times.

Sung-Joo Kim

Chairperson and CEO

Sungjoo Group/MCM Group



Sung-Joo Kim is the Founder of Sungjoo Group, which consists of Sungjoo International Ltd. (SJ), Sungjoo Merchandising Inc. (SMI) and Sungjoo Design Tech & Distribution Inc. (SDD). She is also a Chairperson of MCM Group/MCM Products AG./MCM Lederwaren GmbH, for the global business.

Sungjoo Group operates as an exclusive franchisee for Gucci, Yves Saint Laurent, Sonia Rykiel and Marks & Spencer in the Korean market and has acquired MCM's global business with an estimated gross annual revenue of approximately 200 MUSD in 2008.

Sung-Joo has been featured in FT, Forbes, Asiaweek, CNN, CNBC and the BBC and selected as one of the "1997 Global Leaders of Tomorrow" by the World Economic Forum (Davos, Switzerland) and as one of the "7 Most Powerful Women in Asia" by Asiaweek (Hong Kong, 2001). In addition, she was chosen as the "Top 50 Women to Watch" by the Wall Street Journal (Global Edition, 2004) and Honouree of the Year (2007) by the Asian American Federation in New York and received the 2008 Enterprising Women Hall of Fame Award (Florida/ Feb. 2008).

Her active involvement in several non-profit charity and cultural organizations, including Save the Children (as a BoD for Korea) and Asia House (as a Trustee for UK), the Global Summit of Women (USA).



Mario Monti

President, *Bocconi University, Milan*
International Advisor, *Goldman Sachs*
Former Competition Commissioner, *European Union*

Mario Monti is president of Bocconi University, Milan, and honorary president of BRUEGEL, the Brussels think-tank he launched in 2005 with the support of 16 European governments and a number of global corporations.

Since 2006, Mario has been an international advisor to Goldman Sachs.

As the EU-appointed coordinator for the electricity interconnection between France and Spain, he brokered an agreement between the two heads of governments in June 2008. He is also a member of the Attali Committee on French economic growth, set up by President Sarkozy. He serves on the advisory boards of The Coca-Cola Company and Moody's.

Mario was for ten years a member of the European Commission, in charge of the Internal market, Financial services and Tax policy (1995-1999), then of Competition (1999-2004). In addition to a number of high-profile cases (e.g. GE/Honeywell, Microsoft, the German Landesbanken),

Mario introduced radical modernization reforms of EU antitrust and merger control and led, with the US authorities, the creation of the International Competition Network (ICN).

Born in Varese, Italy, in 1943, Mario graduated from Bocconi University and did graduate studies at Yale University. Prior to joining the European Commission, he had been professor of economics and rector at Bocconi.



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