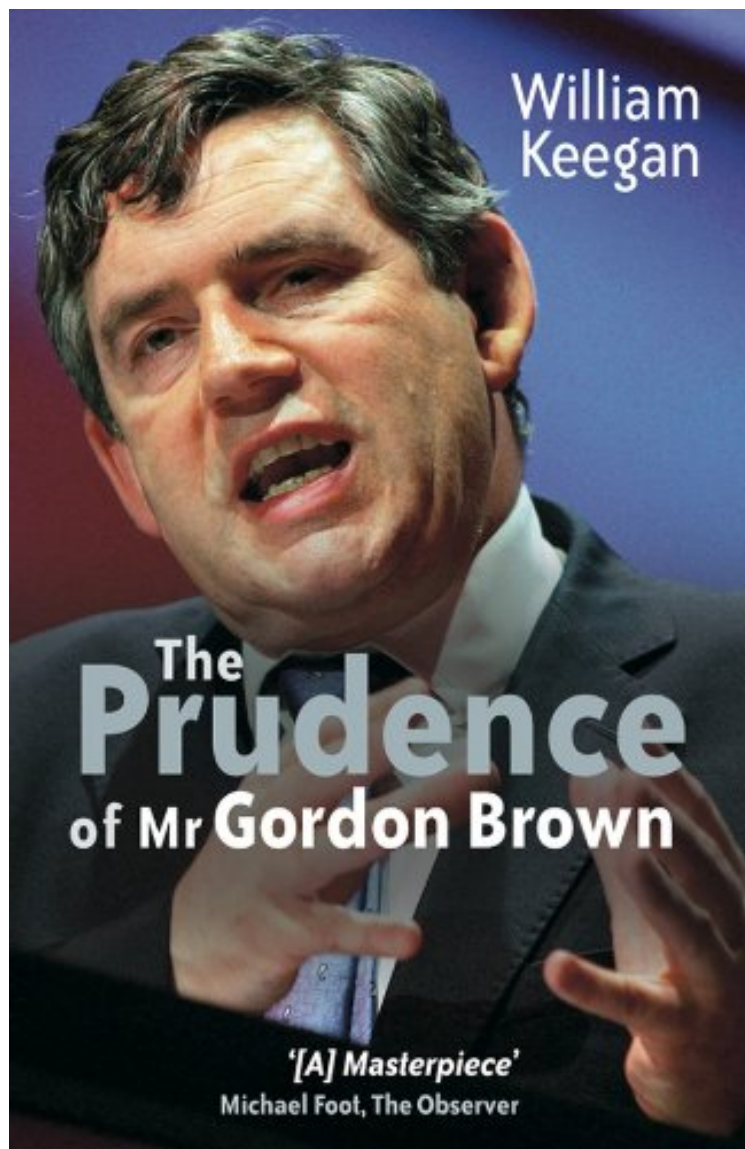


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## The Prudence of Mr. Gordon Brown

*William Keegan*

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**William Keegan : The Prudence of Mr. Gordon Brown** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Prudence of Mr. Gordon Brown:

A compelling book that examines Gordon Brown's rise to power, his years as Chancellor, and his dramatic decision to give the Bank of England independence "An essential read for anyone who wants to properly understand political and economic policy developments over the past 15 years and enjoy some good insights about the future." Neil Kinnock,

Vice President of the European Commission and former leader of the Labour Party. "For twenty years one of the most sceptical and authoritative voices on economic affairs in the British press." Robert Harris, best selling author. "A splendidly vivid account of the background, outlook and record of the most powerful Chancellor of modern times." Anthony Howard, biographer and political commentator. The economic policy of new Labour has been fundamental to its success. Gordon Brown has been at the very heart of new Labour's economic policy since the late 1980s and has been highly instrumental in convincing both the British public and the City that a Labour government can run the economy responsibly. He has generally been a popular and well-respected Chancellor - during his early years in office, he was highly praised for his prudence and yet now, well into the second term of office many of the issues on which the Blair government was elected, such as health and education, have not yet been satisfactorily addressed, and Gordon Brown is now being criticised for what many see as his imprudence in handling the nation's finances. Examining how successful Labour's economic policy has really been, when allowing for the good fortune of a world-wide economic boom, Keegan provides insights into the policies of new Labour, Gordon Brown's rise to power, the impact of his policies and how future policies might influence the economy. Written by a well-known and highly respected journalist who has been close to the heart of politics in Britain for many years, and who is thus able to offer an insider's view of how policy developed in both opposition and the Government Examines the professional relationships and private friction between Brown, other members of the Cabinet and the Bank of England Includes much previously unpublished material William Keegan is Associate Editor (since 1983) and Economics Editor (since 1977) of The Observer newspaper. A graduate of Trinity College, Cambridge, he has previously held posts with the Financial Times, Daily Mail and Bank of England Economic Intelligence Department. He has sat on a range of advisory committees, including the BBC Advisory Committee on Business and Industrial Affairs, the Employment Institute Council and the Department of Economics Advisory Board, University of Cambridge. He is visiting Professor of Journalism at Sheffield University and is the author of a variety of successful books.

"...is a judicious and balanced survey. It contains much well-sourced, inside information;" (The Observer, 14 September 2003) "a scurrilous new book;" (Mail on Sunday, 28 September 2003) "a unique insight into the Chancellor's career;" (The Observer, 28 September 2003) "a splendid new book;" (Sunday Telegraph, 5 October 2003) "It will be quite a test of his [Brown] relationship with prudence. There has been one of the great double acts of our time;" (The Daily Telegraph, 13 October 2003) "This extremely important book explains very thoroughly the achievements and limitations of the Labour's economic policy;" (New Statesman, 27 October 2003) "provides an incisive new angle to the riddle that is Gordon Brown;" (The Herald, 18 October 2003) "It may be a book about economics, but there was an almighty scrum at Politicos in Westminster on Tuesday night for The Prudence of Mr Gordon Brown..." (Independent 23 October 2003) "this book will prove an indispensable starting point for serious historians of the 1997 Labour Government;" (Tribune, 17 October 2003) "... William Keegan's intelligent, chewy offering..." (The Scotsman, 18 October 2003) "it's a formidable account detailing Brown's long term strategy to become Prime Minister;" ( Sunday Herald, 19 October 2003) "William Keegan's elegant new book;" (Guardian 20 October 2003) "what interests Keegan is how, after 18 years in opposition the Labour Government came in to power;" (Guardian, 18 October 2003) "Labour leader Michael Foot and Environment Secretary Margaret Beckett showed their support at the launch of a new biography, the prudence of Mr. Gordon Brown;" (Evening Standard, 22 October 2003) "Politico's bookshop was the venue for the launch party on Tuesday for the Prudence of Mr. Gordon Brown;" (Times, 25 October 2003) "He deploys [his] knowledge well in telling the story of Mr. Brown's rise to power;" (Economist, November 2003) "An intellectual history, rich in information, the only way of approaching this serious purposed man;" (Independent, 4 November 2003) "as William Keegan notes in his major new study of Brown's Chancellorship;" (Financial Mail on Sunday, 9 November 2003) "Anyone who wants to understand both the inhibitions and aspirations that motivate the Chancellor should read this study..." (New Statesman, 1 December 2003) "The Prudence of Mr Gordon Brown (Wiley) is a good introduction to the same Mr Brown's more adventurous future..." (The Observer, 30 November 2003) "William Keegan's study of the economic philosophy and psychological motivation of the PM's self-styled 'best friend in politics'..." (bbc.co.uk, 3 December 2003) "It contains much well sourced inside information on the workings of the Treasury, but is not short on anecdote;" (Accounting Web, 6 December 2003) "Brown's success; shows in [Keegan's] his valuable interim biography;" (Financial Times Weekend Magazine, 13 December 2003) "is the best account of the Chancellor's record;" (The Independent on Sunday, 14 December 2003) "Keegan's book is balanced and well written..." (The Chartist, January 2004) "a useful resume of a career to date" (Accounting Technician, February 2004) "possesses a clear grasp of economic issues, and the often complex policy issues deriving from them; and also illuminates the inner man;" (Professional Investor, February 2004) "offers a fascinating, perceptive; and well researched account of New Labour's economic platform ... an informative and original account of the economics of

New Labour." (Times Literary Supplement, 12 March 2004) "Keegan not only does a professional job in surveying Brown's chancellorship, he gives us a witty and humane analysis which untangles many knots." (London of Books, April 2004) "very useful in showing the 'nuts and bolts' of the rightward evolution of Brown and his cohorts." (Socialism Today, March 2004) "In this excellent book [Keegan] tells the story of Gordon Brown, which is in its way an epic tale." (The Oldie, 1st June 2004) From the Inside Flap The economic policy of new Labour has been fundamental to its success. Gordon Brown was at the very heart of Labour's economic policy from the late 1980s and was highly instrumental in persuading both the British public and the City that a Labour government could run the economy responsibly. As the longest serving Labour Chancellor ever, he has exercised an unprecedented dominance over the Treasury and many other arms of government. Yet, well into the second term of office, many of the issues on which the Blair government was elected, such as health and education, have not yet been satisfactorily addressed and the economic (and budgetary) prospects are looking less rosy. In this book William Keegan examines Gordon Brown's rise to power, his crucial role in the formation of new Labour with Tony Blair, his years as Chancellor, his dramatic decision to give the Bank of England independence and his current and future policy on European Monetary Union. From the Back Cover As a young activist Gordon Brown believed in social equality and the obligation of the Labour party to work towards this end. Yet in Government prudence has been his watchword. In this insightful biography William Keegan examines the long game being played by this complex strategist. "An essential read for anyone who wants to properly understand political and economic policy developments over the past 15 years and enjoy some good insights about the future." —Neil Kinnock, Vice President of the European Commission and former leader of the Labour Party "For twenty years one of the most sceptical and authoritative voices on economic affairs in the British press." —Robert Harris, best selling author "A splendidly vivid account of the background, outlook and record of the most powerful Chancellor of modern times." —Anthony Howard, biographer and political commentator