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THE END OF NOSTALGIA

**MEXICO CONFRONTS
THE CHALLENGES OF
GLOBAL COMPETITION**



DIANA VILLIERS NEGROPONTE, EDITOR



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From Brookings Institution Press : The End of Nostalgia: Mexico Confronts the Challenges of Global Competition before purchasing it in order to gage whether or not it would be worth my time, and all praised The End of Nostalgia: Mexico Confronts the Challenges of Global Competition:

1 of 1 people found the following review helpful. Five StarsBy Margaret GrossmanFull of information we need to know!1 of 1 people found the following review helpful. The End of NostalgiaBy Graciana del CastilloWhile issues of politics, security, and economics in Mexico and elsewhere are often treated separately, as if they were unconnected

topics, Diana Villiers Negroponte has made a marvelous job in putting together a collection of informed and well-written chapters by leading experts that together tell the story of what is going on in Mexico and the prospects for its future. This book is a must reading for investors, academics, policymakers and others who want to understand the puzzle of Mexico's luckluster growth since 2000 and what is at stake if the new government fails again to pass critical reforms (political, security, energy, education, taxation, among others). As the authors make clear, without such reforms, it will be difficult, if not impossible, for the country to achieve dynamic and inclusive growth, as well as improved security and rule of law going forward. With investors' interest shifting from Brazil to Mexico, this book is also a must reading to understand the many issues that have contributed to Mexico's improved competitiveness and integration into the world economy through trade and foreign direct investment. As the authors show, such improvement resulted from a combination of factors going well beyond the macroeconomic stability that the country has achieved since the 1995 crisis. They include domestic factors such as major but less noticed policy reforms (health care, pension, judicial, and labor), improvement in sector competitiveness (auto industry), new and under negotiation trade agreements, and the transnationalization of Mexican companies. They also include external factors such as improved competitiveness vis-à-vis China in the U.S. market as a result of labor and transportation costs in their favor. As the different authors point out, pending reforms are critical to improve the accountability and effectiveness of Congress, to lower the cost of energy and production, and to improve infrastructure, education, productivity, and the quality of public expenditure. With a young population of 113 million and almost half living in poverty, these reforms are imperative if Mexico is to become a stable and dynamic country. As Dr. Negroponte points out, security and economic issues overlap. Without the latter, the former will continue to be elusive. *The End of Nostalgia* discusses these issues in a comprehensive and integrated manner, which is key to understanding the challenges and prospects for Mexico's future, including its potential to become a superpower in nonconventional energy (geothermal, wind, solar, and biofuel). Dr. Graciana del Castillo is a former Senior Research Scholar, Adjunct Professor and Associate Director of the Center on Capitalism and Society at Columbia University. She was Director, Sovereign Ratings at Standard Poor's in 2000-02. *The End of Nostalgia: Mexico Confronts the Challenges of Global Competition* 3 of 3 people found the following review helpful. An indispensable opus on Mexico today (and tomorrow) By Jerry Haar Mexico is at an inflection point, discarding barriers and constraints of the past, and striving to fully modernize and become a major force in the globalizing international economy of the 21st century. Dr. Diana Villiers Negroponte and a stellar cast of contributors address trade, investment, security, education, energy and bilateral (US-Mexico) relations in a timely, thoughtful, concise and engaging fashion. *The End of Nostalgia* is a must-read for Mexico-watchers from academe, business, government, and the think tank community. Jerry Haar Professor of Management International Business, Florida International University and Senior Research Fellow, McDonough School of Business, Georgetown University

Today's Mexico is strongly determined to become a full player in the globalizing international economy. It has increased its manufacturing output in areas such as automobiles and electronics, and both corporate and government sectors would like to take greater strides toward being a full global player. But do the underlying institutional and cultural elements exist to support such an economic effort? In *The End of Nostalgia*, editor Diana Villiers Negroponte and colleagues from both sides of the Rio Grande examine the path that Mexico will likely take in the near future. It remains a land in transition, from a one-party political system steeped in a colonial Spanish past toward a modern liberal democracy with open markets. What steps are necessary for this proud nation to continue its momentum toward effective participation in a highly competitive world? Contributors: Armando Chacón is the research director at the Mexican Institute for Competitiveness. Arturo Franco has worked with Cementos de Mexico (CEMEX) and the World Bank. He was a Global Leadership fellow at the World Economic Forum on Latin America, 2008–11. Eduardo Guerrero is a partner at Lantier & Asociados in Mexico City, where he works on security assessment. He joined the Secretariat of the Presidency in December 2012. Andrés Rozental holds the permanent rank of Eminent Ambassador of Mexico. He is president of Rozental Asociados and is a nonresident senior fellow at the Brookings Institution. Christopher Wilson is an associate at the Mexico Institute of the Woodrow Wilson International Center for Scholars. Duncan Wood is a member of the Mexican National Research System and editorial adviser to *Reforma* newspaper. Since January 2013, he has been the director of the Mexico Institute at the Woodrow Wilson International Center for Scholars.

About the Author Diana Villiers Negroponte is a nonresident senior fellow with the Latin America Initiative in the Foreign Policy program at the Brookings Institution. She has also practiced international law with Paul, Hastings Walker, and was a senior scholar at the U.S. Institute of Peace. She is the author of *Seeking Peace in El Salvador: The Struggle to Reconstruct a Nation at the End of the Cold War* (2011).