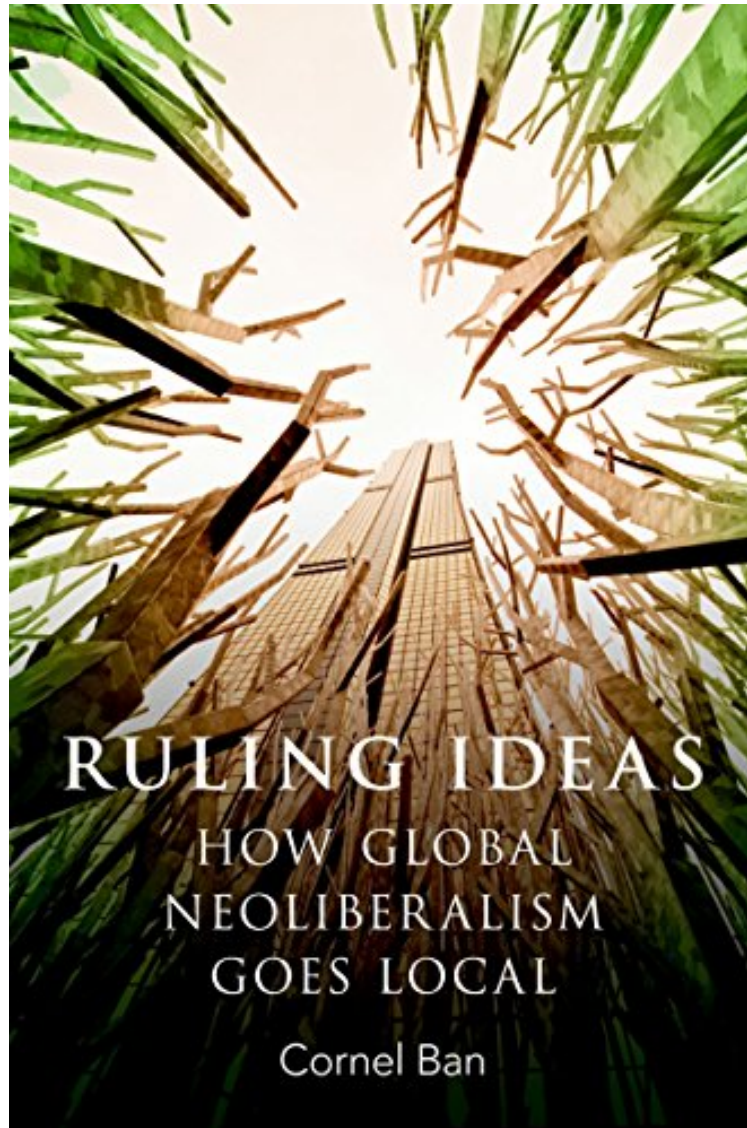


(Library ebook) Ruling Ideas: How Global Neoliberalism Goes Local

## Ruling Ideas: How Global Neoliberalism Goes Local

*Cornel Ban*

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**Cornel Ban : Ruling Ideas: How Global Neoliberalism Goes Local** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ruling Ideas: How Global Neoliberalism Goes Local:

2 of 2 people found the following review helpful. Impressive research and implications  
By Jorge Tamames  
Ruling Ideas is a fantastic read. The book will change readers's thinking on neoliberalism by laying out an accessible definition of the term and explaining how its guiding ideas have adapted in the aftermath of the 2008 financial crisis. While the case studies are located in the EU periphery, Cornel Ban's research has important implications for our understanding of the global dynamics of economic paradigms. The book is rewarding for anyone interested in the particularities of the EU's post-2008 austerity crisis, the process of European macroeconomic policymaking, and

the political economy of the Spanish and Romanian transitions to democracy and subsequent integration into the EU. On a broader level, Ban lays out a cohesive framework for the interplay between economic paradigms, the policy networks that diffuse them, and the national and international dynamics that condition their adoption. The comparative study between the Spanish and Romanian economies gives this book an original and refreshing angle. The author presents an impressive volume of research on both countries, including interviews with high-ranking officials and policymakers. The comparison sheds much light on the alleged merits and shortcomings of Spain's transition and the Romanian transition, as well as the economic structure of the Franco and Ceausescu regimes in their final days. This book is highly recommendable for a wide range of scholars: from political economists to IR theorists, including researchers in the field and students of European integration, Spain, and Romania.

Neoliberal economic theories are powerful because their domestic translators make them go local, hybridizing global scripts with local ideas. This does not mean that all local translations shape policy, however. External constraints and translators' access to cohesive policy institutions filter what kind of neoliberal hybrids become policy reality. By comparing the moderate neoliberalism that prevails in Spain with the more radical one that shapes policy thinking in Romania, *Ruling Ideas* explains why neoliberal hybrids take the forms that they do and how they survive crises. Cornel Ban contributes to the literature by showing that these different varieties of neoliberalism depend on what competing ideas are available locally, on the networks of actors who serve as the local advocates of neoliberalism, and on their vulnerability to external coercion. *Ruling Ideas* covers an extended historical period, starting with the Franco period in Spain and the Ceausescu period in Romania, discusses the economic integration of these countries into the EU, and continues through Europe's Great Recession and the European debt crisis. The broad historical coverage enables a careful analysis of how neoliberalism rules in times of stability and crisis and under different political systems.

"This book delivers a careful analysis of the national forces that determine what type of neoliberalism a country develops, looking at domestic, international, historical, and intellectual explanatory factors. The author offers a sophisticated advancement in understanding the political and economic forces that affect the world and how neoliberalism as a structure varies across nation-states. Excellent for collections on globalization, economics, and political movements and ideologies." --CHOICE About the Author Assistant Professor of Political Science, Boston University