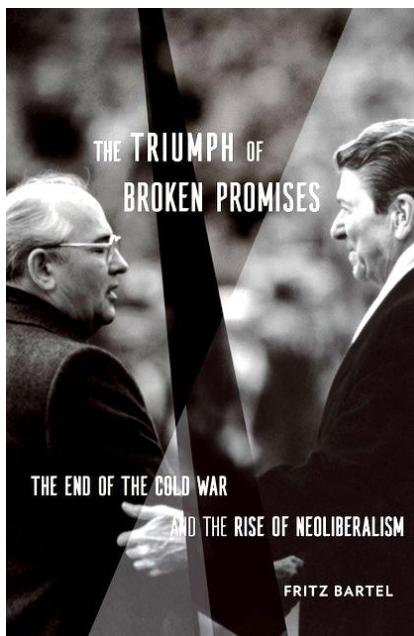




Buchpräsentation FRITZ BARTEL

The Triumph of Broken Promises: The End of the Cold War and the Rise of Neoliberalism



"How did the Cold War, which began as a competition to make promises, mutate into a race to break them? And why did the West win? Bartel offers a bold and compelling interpretation that links the history of the Cold War and neoliberalism to dramatic effect. *The Triumph of Broken Promises* will be essential reading."

—Adam Tooze, author of *Crashed*

"Bartel's brilliantly conceived and researched study renovates our understanding of how and why the Soviet Union was driven toward collapse precisely as the United States, faced with slowdown after the oil shock, moved toward neoliberal governance. Few books explain the makings of our times as well as this thrilling debut."

—Samuel Moyn, author of *Humane*

9 May 2023, 15h

University of Vienna, Universitätsring 1,

NEW! BIG-Hörsaal Hauptgebäude, Tiefparterre Stiege 1 Hof 1 TP.80

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Why did the Cold War come to a peaceful end? And why did neoliberal economics sweep across the world in the late twentieth century? In this pathbreaking study, Fritz Bartel argues that the answer to these questions is one and the same. The Cold War began as a competition between capitalist and communist governments to expand their social contracts as they raced to deliver their people a better life. But the economic shocks of the 1970s made promises of better living untenable on both sides of the Iron Curtain. Energy and financial markets placed immense pressure on governments to discipline their social contracts. Rather than make promises, political leaders were forced to break them. *The Triumph of Broken Promises* tells the story of how the pressure to break promises spurred the end of the Cold War and gave rise to the neoliberal global economy.

Priv. Doz. Dr. Peter Svik – Univ. Prof. Dr. Wolfgang Mueller