

iJobs

Steve Jobs in His Own Words

我, 乔布斯

史蒂夫·乔布斯的人生智慧

哲宇 编译



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人 生

life

这是一个特殊的时刻。

我独自一人。唯有一杯茶，一盏灯，一台音响与我相伴。

这些便是我的一切。

This was a very typical time. I was single. All you needed was a cup of tea,
a light, and your stereo, you know, and that's what I had.

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iJobs

27岁

绝不妥协。

Don't compromise.

—*Retreat, Pajaro Dunes*
September 9, 1982

虽然我们对自己在做的事一头雾水，但我们很用心观察学习以弥补自己的不足。

We didn't know what the hell we were doing,
but we were very careful observers and learned
quickly.

—*The Seeds of Success*
Time Magazine, February 15, 1982

我一定要学会控制自己的情绪。

I've got to learn to keep my feelings private.

—*The Seeds of Success*
Time Magazine, February 15, 1982

当你接触到一些政要时，你便会发现他们与你并没有多大的区别。他们虽然每天日理万机，却也都是凡人。他们或许在某些领域更有决断力，但和你我并无不同。一旦你明白这点，你就会对这个世界产生责任感，因为现今的社会真的很糟糕。据我所知，很多在各自领域有所作为的人的工作动机在于他们明白我们吃的，穿的东西都是别人提供的，说的语言，使用数学也是前人的遗产，我们都在从世界这个大泳池不断地汲取所需。因此最令人兴奋的事便是能真正地做些什么回馈世界。

As you start to interact with some of these people, you find they're not a lot different than you. The people actually making these decisions everyday, that're sorta running the world, are not really very much different than you. And they might have a little more judgment in some areas, but basically they're the same. And, once you realize that, you start to feel you have a responsibility to do something about it, because the world's in pretty bad shape right now. And, I guess, one of the things that motivates a lot of people that I've seen, that actually get out and do something in any different field, is that we all sort of eat food that other people cook, and wear clothing that other people make, and speak a language that other people evolved, and use someone else's mathematics, and we're sorta taking from this giant pool constantly. And the most ecstatic thing in the whole world is to actually put something back into that pool.

—*Speech to the Academy of Achievement*
June 26th, 1982.

28岁

我们在地球上生活的时间都很短……我们一生中或许只能做几件真正伟大的事情，并把它们做好。没人知道自己能活多长时间，我也不知道，但我觉得必须趁着自己年轻，多取得一些成就。

We all have a short period of time on the earth... We probably only have the opportunity to do a few things really great and do them well. None of us has any idea how long we're going to be here, nor do I, but my feeling is I've got to accomplish a lot of these things while I'm young.

—*Private Gathering With Sculley, 1983*

当你试图理解一个全然陌生的东西，你便需要建立一个思维脚手架……一旦你的思维脚手架达到了某个高度，一切便会豁然开朗，你也就找到了突破口。这是一种富有韵律的体验，或者说是将万物联系到一起的过程，好像音乐那般脆弱而又雅致。

When you want to understand something that's never been understood before, what you have to do is construct conceptual scaffolding...all of a sudden, as the scaffolding gets set up high enough, it will all become clearer and clearer and that's when the breakthrough starts. It is a rhythmic experience, or it is an experience where everything's related to everything else and it's all intertwined. And it's such a fragile, delicate experience that it's very much like music.

—*The Bang Behind the Bucks, The Life Behind the Style*
Newsweek, Fall 1984

30岁

我是我认识的人中，唯一在一年之间损失了2500万美元的人。这也铸就了现在的我。

I'm the only person I know that's lost a quarter of a billion dollars in one year. It's very character building!

—*The Bang Behind the Bucks, The Life Behind the Style*
Newsweek, Fall 1984

我总觉得大家把那么多注意力放在钱上是一件滑稽的事，因为对我而言，钱谈不上是最深刻或最有价值的东西。

My main reaction to this money thing is that it's humorous, all the attention to it, because it's hardly the most insightful or valuable thing that's happened to me.

—*Playboy, February 1985*

我上学的时候，60年代刚过，实用主义的思潮还未兴起。现在的学生都毫无理想可言，或者他们谈论的东西也称不上理想。他们埋头学习商业课程，而不愿意花时间去思考生活哲学问题。

When I went to school, it was right after the Sixties and before this general wave of practical purposefulness had set in. Now students aren't even thinking in idealistic terms, or at least nowhere near as much. They certainly are not letting any of the philosophical issues of the day take up too much of their time as they study their business majors.

—*Playboy*, February 1985

30岁

我们只是对自己所做的事充满热情而已。

We're just enthusiastic about what we do.

—*Playboy, February 1985*

切记，电脑只是工具——使我们工作更有效的工具。

Remember, computers are tools. Tools help us do our work better.

—*Playboy, February 1985*

如果你是个木匠，你要做一个精美绝伦的抽屉，你绝不会用一块三夹板去做它的背面，即便那面对着墙，没人会看到。但你知道它在那儿，所以你还是会在背面用一块优质的木材。这样你晚上才能安然入睡，你的美学，你对品质的追求，必须贯彻到底。

When you're a carpenter making a beautiful chest of drawers, you're not going to use a piece of plywood on the back, even though it faces the wall and nobody will ever see it. You'll know it's there, so you're going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through.

—*Playboy*, February 1985

30岁

很多情况下，人们被卡在思维定势中，就像嵌入了唱片上既定的轨迹，永远无法摆脱出来。能跳脱思维定势，用特立独行的方式质问世界的人凤毛麟角。你很少能看到艺术家在三四十岁时创造出惊人的作品。当然，有些人天生就有求知欲，心思永远像小孩一样，令人啧啧称奇，但是这种人少之又少。

In most cases, people get stuck in those patterns, just like grooves in a record, and they never get out of them. It's a rare person who etches grooves that are other than a specific way of looking at things, a specific way of questioning things. It's rare that you see an artist in his 30s or 40s able to really contribute something amazing. Of course, there are some people who are innately curious, forever little kids in their awe of life, but they're rare.

—*Playboy*, February 1985

60年代就这么过去了，显然很多在那个年代曾经拥有雄心壮志的人并没有实现自己的理想抱负。因为他们早已将原则抛诸脑后，失去了心灵的依托。我的很多朋友深受那个年代理想主义的影响，却也沾染了现实主义的习性。他们看到一些前辈们最后成为了天然食品商店的柜员，担心自己45岁时也会面临同样的遭遇，因此行事谨慎瞻前顾后。我并不是说那样不好，我只是想说如果那并非是你真正想做的事，那就很糟糕。

As it was clear that the Sixties were over, it was also clear that a lot of the people who had gone through the Sixties ended up not really accomplishing what they set out to accomplish, and because they had thrown their discipline to the wind, they didn't have much to fall back on. Many of my friends have ended up ingrained with the idealism of that period but also with a certain practicality, a cautiousness about ending up working behind the counter in a natural-food store when they are 45, which is what they saw happen to some of their older friends. It's not that that is bad in and of itself, but it's bad if that's not what you really wanted to do.

—*Playboy*, February 1985