

珍藏版

[英汉对照彩绘本]

致加西亚的信

the Message to Garcia

[美] 阿尔伯特·哈伯德 著
吴群芳 译

全球惟一“把什么都说了的”成功学圣经
全球惟一销量超十亿册的商业管理扛鼎之作
执行的主动性是通往成功的惟一护照



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阿尔伯特·哈伯德

1856年7月19日出生于美国伊利诺伊州的布鲁明顿，负责编辑《菲士利人》和《兄弟》两份月刊，同时是著名的罗依科罗斯特公司的总裁。父亲既是农场主又是乡村医生。他在塔福学院获得了学士学位，又在芝加哥大礼堂获得法学博士学位。他曾做过教师、出版商、编辑和演说家，1890年他在伦敦遇到了威廉·莫瑞斯，之后便返回纽约东奥罗拉的家乡，创办了与凯姆斯科特出版社类似的罗依科罗斯特出版社。主要作品有：《一天》、《自己是最大的敌人》、《短暂的旅行》、《时间和机遇》、《约翰·布朗的一生》、《致加西亚的信》，同时还发表了近万篇杂志文章。他平时的消遣娱乐有骑马、游泳、划船和园艺。

1915年5月7日，阿尔伯特和他的妻子在爱尔兰海的路西塔尼亚不幸遇难。

据估计，阿尔伯特·哈伯德共发表了七百多万字。



Elbert Hubbard's business "Credo" :

- I believe in myself.
- I believe in the goods I sell.
- I believe in the firm for whom I work.
- I believe in my colleagues and helpers.
- I believe in American business methods.
- I believe in producers, creators, manufacturers, distributors, and in all industrial workers of the world who have a job, and hold it down.
- I believe that Truth is an asset.
- I believe in good cheer and in good health, and I recognize the fact that the first requisite in success is not to achieve the dollar, but to confer a benefit, and that the reward will come automatically, and usually as a matter of course.



阿尔伯特·哈伯德的商业信条：

我相信我自己。

我相信自己所售的商品。

我相信我所在的公司。

我相信我的同事和助手。

我相信美国的商业方式。

我相信生产者、创造者、制造者、销售者以及世界上所有正在努力工作的人们。

我相信真理就是价值。

我相信愉快的心情，也相信健康。我相信成功的关键并不是赚钱，而是创造价值。



• I believe in sunshine, fresh air, spinach, applesauce, laughter, buttermilk, babies, bombazine and chiffon, always remembering that the greatest word in the English language is "Sufficiency."

• I believe that when I make a sale I make a friend.

• And I believe that when I part with a man I must do it in such a way that when he sees me again he will be glad – and so will I.

• I believe in the hands that work, in the brains that think, and in the hearts that love.

• Amen, and Amen.



我相信阳光、空气、菠菜、苹果酱、酸乳、婴儿、羽绸和雪
纺绸。请始终记住，英语里最伟大的单词就是“自信”。

我相信自己每销售一件产品，就交上了一个新朋友。

我相信当自己与一个人分别时，一定要做到当我们再见
面时，他看到我很高兴，我见到他也愉快。

我相信工作的双手、思考的大脑和爱的心灵。

阿门，阿门！



Here is the text version of his famous personal “Credo” :

- I believe in the Motherhood of God.
- I believe in the Blessed Trinity of Father, Mother and Child.
- I believe that God is here, and that we are as near Him now as ever we shall be.
- I do not believe He started this world – a going and went away and left it to run by itself.
- I believe in the sacredness of the human body, this transient dwelling place of a living soul, And so I deem it the duty of every man and every woman to keep his or her body beautiful through right thinking and right living.



阿尔伯特·哈伯德著名的个人信条：

我相信是上帝创造了人。

我相信被上帝赐福的父亲，母亲和孩子的三位一体的家庭组合。

我相信上帝就在我们身边，我们和从前一样距他如此近。

我不相信他创造了这个世界后就置之不理让它独自运转。

我相信灵魂的暂居之所，人类身体的神圣。因此我认为通过正确的思考和生活以保持形体的美感是每一个男人和女人的义务。



• I believe that the love of man for woman, and the love of woman for man is holy;

And that this love in all its promptings is as much an emanation of the Divine Spirit as man's love for God, or the most daring hazards of the human mind.

• I believe in salvation through economic, social, and spiritual freedom.

• I believe John Ruskin, William Morris, Henry Thoreau, Walt Whitman, and Leo Tolstoy to be Prophets of God, who should rank in mental reach and spiritual insight with Elijah, Hosea, Ezekiel, and Isaiah.

• I believe that men are inspired to – day as much as ever men were.

• I believe we are now living in Eternity as much as ever we shall.



我相信男人对女人的爱和女人对男人的爱是神圣的。
在这种爱推动下的灵魂和人类对上帝的爱或是思想的最深处同样的神圣崇高。

我相信经济,社会和精神的自由可以使人类获得救赎。

我相信约翰·拉斯金,威廉·莫里斯,亨利·索罗,沃尔特·惠特曼和托尔斯泰是上帝的先知,他们思想的造诣和灵魂的境界应当与伊利亚,何西阿,以西结和以塞亚齐名。

我相信人类像从前一样一直被激励和鼓舞着。

我相信正如我们一直希望的一样,人类生活在永恒中。



• I believe that the best way to prepare fore for a Future Life is to be kind, live one day at a time, and do the work you can do best, doing it as well as you can.

• I believe we should remember the Week - day, to keep it holy.

• I believe there is no devil but fear.

• I believe that no one can harm you but yourself.

• I believe in my own divinity - and yours.

• I believe that we are all sons of God, and it doth not yet appear what we shall be.

• I believe the only way we can reach the Kingdom of Heaven is to have the Kingdom of Heaven in our hearts.



我相信为未来生活作准备的最佳方法是心存善良,在某个时候的某一天尽全力作好工作,使它尽善尽美。

我认为我们应当记住礼拜日,确保它神圣的地位。

我相信没有魔鬼只有恐惧。

我相信除了自己没人能伤害你。

我相信我所具有的神性和你一样。

我相信我们都是上帝的儿子,除此之外我们什么都不是。

我相信通往天堂的惟一途径是心存天堂。



- I believe in every man minding his own business.
- I believe in sunshine, fresh air, friendship, calm sleep, beautiful thoughts.
- I believe in the paradox of success through failure.
- I believe in the purifying process of sorrow, and I believe that death is a manifestation of life.
- I believe the Universe is planned for good.
- I believe it is possible that I shall make other creeds, and change this one, or add to it, from time to time, as new light may come to me.



我相信每个人都很有意他自己的事。

我相信阳光,新鲜的空气,友谊,沉静的睡眠和美丽的想法。

我相信失败也可以算是另一种成功。

我相信遭受不幸可以净化身心,也相信死亡即是生命的宣言。

我相信天地万物性本善。

我相信如果有新的闪电划过我的思想,我会是不是的用新的信条来增补或代替这一条。



A Message To Garcia

In all this Cuban business there is one man stands out on the horizon of my memory like Mars at perihelion.

When war broke out between Spain and the United States it was very necessary to communicate quickly with the leader of the Insurgents. Garcia was somewhere in the mountain vastness of Cuba—no one knew where. No mail nor telegraph message could reach him. The President must secure his cooperation, and quickly. What to do!

Some one said to the President, “There’s a fellow by the name of Rowan will find Garcia for you, if anybody can.”

Rowan was sent for and given a letter to be delivered to Garcia. How “the fellow by the name of Rowan” took the letter, sealed it up in an oil - skin pouch , strapped it over his heart ,