



英汉对照

Best Sellers

You Can't Miss 

我是英文畅销书

这么做，你就成功了！

Best-Selling Success Works

成应翠 黄颖玥 主编

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化学工业出版社

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在汗牛充栋的英文阅读市场，读者的挑选时间无疑是最大的沉没成本。我们从诸多英文畅销书中取其精华，精心编写出一套“我是英文畅销书”，让你在最短的时间内读到世界上最好的英文。

“我是英文畅销书”系列中所列选的108种世界优秀畅销书，连续多年蝉联《纽约时报》畅销书榜单第一名，被翻译成几十种语言文字，风靡全球；备受美国广播电视等多家媒体强力推荐，是全球心灵自助和励志书出版史上最畅销、最受追捧的作品；是美国最受欢迎的财富人生启蒙图书，众多投资大师推崇的财富励志读本，被《纽约时报》评为世界百年十大财富教育经典。

这套丛书共分四册。

《这么做，你就成功了！》中的30种世界优秀畅销书的作者以独特的视角阐述了提高自己、改变自己、挖掘自己的能量的“心得”和“感悟”。书中告诉人们成功的密码在自己手中。成功并非一场竞赛，也非一座难以逾越的高山。它只是你与生俱来的权利。人生在世，每个人都有自己独特的禀性和天赋，每个人都有自己实现人生价值的独特切入点，每个人也都能干一番大事，只要立足现在，脚踏实地地奋斗，并积极制订可行的人生目标，规划自己的人生道路，这样就会尽快走上成功之路。

《这么做，你就富有了！》中的24种世界优秀畅销书是热衷于赚钱和成功人士的不二选择。我们中的绝大多数人都在为了金钱而挣扎。无数的问题在脑海中来来回回：你现在的工作能做一辈子吗？老板会给你退休金吗？万一重病，医疗保险金真的够用吗？你将如何应对花销、债务、税费和退休，却又不被金钱压垮呢？其实，这些都不是难题。读完此书后，相信你会在这本书中得到启示，找到答案。从此登上致富快车。

《这么做，你就幸福了！》中的28种世界优秀畅销书的作者以独特的视角解读人类现实生活中的困扰与烦忧，帮助你发现和体悟生命的快乐，帮助你解开心灵千结，让生活充满智慧和光明，让人生丰富



而美丽！面对生活，悲观的人只看到失望，乐观的人却总看到希望。快乐不快乐，全在于自己怎么想。其实我们每个人都拥有快乐的力量，都可以选择让自己快乐，那跟你有没有钱、做什么工作或住得怎样毫无关系。读过此书后，你将逐步解开生命中的困扰与烦恼，从此更有活力、更有热情，更可以体验源源不断的快乐。

《这么做，你就会做人做事了！》中的26种世界优秀畅销书，既能提高你的沟通能力和技巧，又能帮助你解决沟通中遇到的难题和冲突。无论是销售、管理、求职、谈判、讲演、申请入学、加入新团队，还是求婚，在工作和生活中取得成功的秘诀都在于如何与人交往。在职场上，你无法随心所欲地选择你的老板、同事和客户，但你可以运用本书中简单而高效的沟通方法，让自己的人脉无处不在。学会如何建立你的人脉，就已经迈出了走向成功的关键一步。作者用亲身经历总结出的经验和小窍门，正是解决这些问题的最佳答案，只要你用心读这本书，一定能从中有所收获，使自己的人际交往更加成功。

本书为方便读者学习，特在每段英文原文及汉语译文中用下划线标示出了精华佳句，这些句子是文章精华的体现，建议读者熟记。背牢这些精华句，不仅有助于读者朋友们丰富自己的口语谈资，还能够为写作提供大量素材，是你提高英语水平的必备神器！

本书的英文资料主要由张颖慧、江一帆、林泽惠、涂倩、李远子等搜索整理，是他们的支持让本书的内容丰富多元，可读性强；翻译工作主要由赵敏、张元婧、袁宁娟、夏楠、胡兰、林静、张玲玲、黄艳、朱文杰、刘奇、李宛蔓、张君、石欢、申高平、祝万伟、赵瑞枝、田圆等完成，是他们的辛苦努力让本书的译文平实流畅；校对工作主要杨秀玲、张建丽、王凤梅等完成，是他们的细致工作，让本书更加严谨规范。在此由衷地感谢各位同仁为本书所做的贡献和努力。

我们希望把最优秀的作品呈现给大家，但由于编者水平有限，挂一漏万自不待言，望广大读者不吝赐教。

编者

2013年8月于北京



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The Magic of Thinking Big 《大思想的神奇》

精彩书评

Dr. Schwartz presents a carefully designed program for getting the most out of your job, your marriage and family life, and your community. —Amazon

大卫·舒瓦茨博士为你的工作、婚姻、家庭生活，还有社区都有很好的建议，也都提供了详细的分析。——亚马逊

作品介绍

这是一本在欧美畅销多年的书，这是一本与《人性的弱点》和《思考致富》齐名的书。从本书出版以来，已经有数百万人通过学习和阅读本书以及参加相关培训，极大地改善了自己的生活。本书能帮助你销售得更多、管理得更好、收获更多的财富……帮助你在各方面取得成功！

《大思想的神奇》没有空洞的许诺，只为你提供切实可行的方法。

这本书中包含的内容被广泛认为是成功思维方式的核心，是人生及事业教育的指南针和路线图。本书被全球 66 位营销皇冠大使联袂推荐为成功和职业培训的首选教材。

名家小档

大卫·舒瓦茨，生前是美国乔治亚州立大学教授。大卫·舒瓦茨被公认为世界上最伟大的励志和成功学大师，改变了无数人的命运。除了《大思想的神奇》外，还著有《成功思想的神奇》，被认为是“最通俗易懂的伟大励志书”。大卫·舒尔茨还是美国著名演讲家和作家，闻名世界的“大思想”实用哲学的创始人和倡导者，被誉为全球最了不起的心理营销大师、激励专家和营销培训专家。

精彩片段

1

You Are What You Think You Are 态度决定一切

Rule: Remember, your **appearance** “talks”. Be sure it says positive things about you. Never leave home without feeling certain you look like the kind of person you want to be.

The most honest **advertisement** ever appearing in print is the “Dress Right. You Can’t Afford Not To!” slogan **sponsored** by the American Institute of Men’s and Boys’ Wear. This slogan deserves to be framed in every office, restroom, bedroom, office, and schoolroom in America.

In one ad a policeman speaks. He says: You can usually spot a wrong kid just by the way he looks. Sure it’s unfair, but it’s a fact: people today judge a youngster by appearance. And once they’ve tabbed a boy, it’s tough to change their minds about him, their attitude toward him. Look at your boy. Look at him through his teacher’s eyes, your neighbors’ eyes. Could the way he looks, the clothes he wears, give them the wrong impression?



Are you making sure he looks light, dresses right, everywhere he goes?

This advertisement, of course, refers primarily to children. But it can be applied to adults as well. In the sentence beginning with look, **substitute** the word yourself for him, your for his, superior's for teacher's, and associates' for neighbors', and reread the sentence. Look at yourself through your superior's eyes, your associates' eyes.

It costs so little to be neat. Take the slogan literally. Interpret it to say: Dress right; it always pays. Remember: look important because it helps you to think important.

Use clothing as a tool to lift your spirits, build confidence. An old psychology professor of mine used to give this advice to students on last-minute preparations for final examinations: "Dress up for this important exam. Get a new tie. Have your suit pressed. Shine your shoes. Look sharp because it will help you think sharp."

The professor knew his psychology. Make no mistake about it. Your physical exterior affects your mental interior. How you look on the outside affects how you think and feel on the inside.

All boys, I'm told, go through the "hat stage". That is, they use hats to **identify** themselves with the person or character they want to be. I will always remember a hat incident with my own son, Davey. One day he was dead set on being the Lone Ranger, but he had no Lone Ranger hat.

I tried to persuade him to substitute another. His protest was "But, Dad, I can't think like the Lone Ranger without a Lone Ranger hat."

I gave in finally and bought him the hat he needed. Sure enough, donning the hat, he was the Lone Ranger.

I often recall that incident because it says so much about the effect of appearance on thinking.

Anyone who has ever served in the Army knows a soldier feels and thinks like a soldier when he is in **uniform**. A woman feels more like going to a party when she is dressed for a party.

By the same token, an executive feels more like an executive when he is dressed like one. A salesman expressed it to me this way: "I can't feel **prosperous**—and I have to if I'm going to make big sales—unless I know I look that way."

Your appearance talks to you; but it also talks to others. It helps determine what others think of you. In theory, it's pleasant to hear that people should look at a man's intellect, not, his clothes. But don't be misled. People do evaluate you on the basis of your appearance.

Your appearance is the first basis for evaluation other people have. And first impressions last, out of all **proportion** to the time it takes to form them.

In a supermarket one day I noticed one table of seedless grapes marked 15 cents a pound. On another table were what appeared to be identical grapes, this time packaged in polyethylene bags' and marked 2 pounds for 35 cents.

I asked the young fellow at the weighing station, 'What's the difference between the grapes priced at 15 cents a pound and those priced at two pounds for 35 cents?'

"The difference," he answered, "is polyethylene. We sell about twice as many of the grapes in the polyethylene bags. They look better that way."

Think about the grape example the next time you're selling yourself. Properly "packaged", you have a better chance to make the sale and at a higher price.

The point is: the better you are packaged, the more public acceptance you will receive.

Tomorrow watch who is shown the most respect and courtesy in restaurants, on buses, in crowded lobbies, in stores, and at work. People look at another person, make a quick and often subconscious appraisal, and then treat him accordingly.

We look at some people and respond with the "Hey, Mac" attitude. We look at others and respond with the "Yes, sir" feeling.

Yes, a person's appearance definitely talks. The well-dressed person's appearance says positive things. It tells people, "Here is an important person: intelligent, prosperous, and dependable. This man can be looked up to, admired, trusted. He respects himself, and I respect him."

The shabby-looking fellow's appearance says negative things. It says, "Here is a person who isn't doing well. He's careless, inefficient, unimportant. He's just an average person. He deserves no special consideration. He's used to being pushed around."

When I stress "Respect your appearance" in training programs, almost always I am asked the question 'I'm sold. Appearance is important. But how do you expect me to afford the kind of clothing that really makes me feel right and that causes others to look up to me?'

That question puzzles many people. It plagued me for a long time. But the answer is really a simple one: Pay twice as much and buy half as



many. Commit this answer to memory. Then practice it.

Apply it to hats, suits, shoes, socks, coats—everything you wear. Insofar as appearance is concerned, quality is far more important than quantity.

When you practice this principle, you'll find that both your respect for yourself and the respect of others for you will zoom upward. And you'll find you're actually ahead money—wise when you pay twice as much and buy half as many because:

1. Your garments will last more than twice as long because they are more than twice as good, and as a rule they will show “quality” as long as they last.

2. What you buy will stay in style longer. Better clothing always does.

3. You'll get better advice. Merchants selling \$200 suits are usually much more interested in helping you find the garment that is “just right” for you than are merchants selling \$100 suits.

Remember: Your appearance talks to you and it talks to others. Make certain it says, “Here is a person who has self-respect. He's important. Treat him that way.”

规则：记住，你的相貌“会说话”。不过你要确定你的相貌是在说你的好话。所以，你要确保你的形象符合你想要表现的形象。

广告中最诚实的一条就是“恰当地打扮自己。否则你负担不起！”这个标语是由美国男装赞助的。这个标语真值得在美国的每个办公室、休息室、卧室还有教室里裱起来。

在一个广告中，一个警察这样说道：你经常会根据外貌判断一个男孩是不是坏男孩。当然，这很不公平，但这是事实。今天的人们会根据外表来判断一个年轻人。一旦他们对于一个男孩产生了第一印象，那么改变他们的想法将会变得很困难。看看你的儿子吧，以他老师的角度，还有你邻居的眼光去看看他。他的打扮、穿着会不会给别人错误的判断？你确定无论走到哪里你的儿子都是打扮得体、穿着正常的吗？

当然，这条广告主要是针对孩子们的。但是这条广告也对成人适用。在前面

appearance [ə'piərəns] *n.* 外貌，外观；出现，露面

advertisement [əd've:tismənt] *n.* 广告，宣传

sponsor ['spɒnsə] *vt.* 赞助；发起

substitute ['sʌbstɪtju:t] *vt.* 替代

exterior [eks'tɪəriə] *adj.* 外部的；表面的；外在的

identify [ai'dentɪfaɪ] *vt.* 识别；使参与；把……

看成一样

uniform ['ju:nɪfɔ:m] *n.* 制服

prosperous ['prɒspərəs] *adj.* 获得成功的

determine [dɪ'tɜ:mɪn] *vt.* 决定；判决；使……

下定决心

proportion [prə'pɔ:ʃən] *n.* 比例；部分；面积；均衡

那句广告词中,把所有的第三人称“他”或“他的”都替换成第二人称“你”或“你的”,把教师替换成上司,邻居替换成同事,然后重新看一下那个句子。以你上司和同事的眼光看看自己。

想要干净整洁其实并不需要花多少钱。理解一下那个广告语的表面含义。这样解读它:打扮得体,总是要花钱的。记住:看起来重要是因为它能帮助你去思考重要的事情。

用你的服装做工具,去提起你的精神、树立你的自信。一个年迈的心理学教授曾经对准备期末考试的学生们说:“为这场重要的考试打扮一下。打上新领带,把西装穿整齐,擦亮皮鞋。把自己打扮得帅一点,那样你思考的时候就会更给力。”

这个教授懂得心理学。不要理解错了。你外在的形象会影响你内在的思想。你的形象是什么样的,会影响你内心的思想和感觉。

我听说,所有的男孩,都会经历一个“帽子阶段”。也就是说,他们用帽子去认知自己,去表现自己的性格。我一直都记得一件事,就是我儿子戴维的帽子事件。有一天,他死心塌地想当独行侠,但是他没有独行侠的帽子。

而我就努力地劝他找一顶别的帽子来代替。他抗议说:“但是爸爸,没有独行侠的帽子我就不能感觉到我是独行侠。”

最后我妥协了,给他买了一顶独行侠帽子。戴上帽子以后,他就“变成”独行侠了。

我经常想起那件事情,因为这个例子非常好地反映了外在形象对思想的影响。任何一个服过兵役的人都知道,士兵穿上军装的时候会感觉、认同自己是一个军人。一个女人为聚会穿上裙子时,她会更想参加那个聚会。

同样的,一个经理穿得像经理时他会感觉自己更像一个经理。一个销售人员曾经这样跟我说过:“我觉得自己并不成功,但是如果要去做一个大项目,我必须要感觉成功,至少我知道我得看起来很成功。”

你的形象会跟你说话,但是它也会和别人说话。它会帮助其他人建立对你的想法。理论上讲,你会更喜欢别人说,去看一个人的智慧,而不是他的着装。但是不要这样想了。因为人们的确会根据你的形象来评价你。

你的形象是别人评价你的第一个根据。而第一印象持续的时间和形成第一印象的时间,是极大地不成正比。

一天在超市,我注意到了一桌无籽葡萄标价是一磅(1磅约为0.91斤)15美分。另一桌看起来是一样的葡萄,但是是装在袋子里的,标价35美分两磅。

我问年轻的称重员:“15美分一磅的葡萄和35美分两磅的葡萄有什么不一样吗?”

他回答说:“不一样的地方,就是那个袋子。有了那个袋子,我们能多卖出一倍的葡萄。袋装的葡萄看起来更好。”

想一想这个葡萄的例子吧,下一次你就可以推销自己了。合理的“包装”,会让你更容易被挑中,卖价也会更高。

关键在于:你包装得越好,就会得到越多的公众认可。

明天观察一下,在餐馆里、在公交车上、在拥挤的大厅里、在商店里还有在



工作时，看看谁最受人尊重。人们往往会先看一下身边的人，在潜意识里做一个快速判断，然后会相应地对待他。

面对有些人，我们往往会表现出一种相熟亲近、不拘小节的态度，连打招呼都会用类似“嘿，麦克”的方式；而面对另一些人时，我们则会毕恭毕敬，说话时使用的是“好的，先生”这样的词句。

是的，一个人的形象确实是会说话的。打扮得体的人外貌会给它说好话。它在告诉其他人，“这是一个重要的人物：聪明、成功、可以信赖。你可以高看这个男人，仰慕他、信任他。他尊重他自己，我也尊重他。”

那些衣衫褴褛的人的相貌往往在传递一些负面信息。它在说，“这个人做事不怎么样。他很粗心，效率也低，他是一个不重要的人。他只是一个一般人。他不需要受到特别对待，他经常被推来推去的。”

当我在课程中强调“尊重你的外貌”时，几乎总能听到有人问我这样的问题“我被出卖了。外貌是很重要。但是我怎么买得起那些让我看起来很好的或者能让别人高看我一眼的服装呢？”

这个问题困扰着许多人。它也困扰了我很长一段时间。但是答案非常简单：多花一倍，少买一半。把这句话牢牢地记在心里，然后练习这样做。

把这个法则应用到帽子、西装、鞋子、袜子、外套上——每一件你穿的衣服上。要关注自己的形象，质永远要比量重要得多。当你练习这样去做的时候，你就会发现不仅你自己更尊重自己了，其他人对你的尊重也会直线飙升。你也会发现其实钱并不是一个问题；多花一倍，少买一半是非常明智的，因为：

第一，你的衣服会比以前的那些衣服更经得起穿。因为它们价格上贵一倍，所以质量也好一倍。

第二，你买的东西不会很快过时。好衣服总是这样的。

第三，你会得到更好的建议。比起 100 美元的西装，那些卖 200 美元西装的商人往往会更愿意帮助你挑选对自己合身的衣服。

记住：你的形象会跟你说话，也会跟别人说话。你要确保它说的是这样的好话，“这是一个尊重自己的人。他很重要。你也要那样对待他。”

精彩
片段

2

How to Act as a Leader
怎样做领导

Look your best and you will think and act your best.

Remember, **executives** answer the question What would he do on that specific level? by first answering the question What kind of job on that specific level? by first answering the question What kind of job is he doing where he is now?

Here is some logic, sound, straight, and easy. Read it at least five times before you go on:

A person who thinks his job is important
Receives mental signals on how to do his job better;
And a better job means
More promotions, more money, more prestige, more happiness.

We've all noticed how children quickly pick up the attitudes, habits, fears, and **preferences** of their parents. Whether it be food preferences, mannerisms, religious and political views, or any other type of behavior, the child is a living **reflection** of how his parents or guardians think; for he learns through imitation.

And so do adults! People continue to imitate others throughout life. And they imitate their leaders and supervisors; their thoughts and actions are influenced by these people.

You can check this easily. Study one of your friends and the person he works for, and note the similarities in thinking and action.

Here are some of the ways your friend may imitate his boss "or" other associate: slang and word choice, the way he smokes cigarettes, some facial expressions and mannerisms, choice of clothing, and **automobile** preferences. There are many, many more, of course.

Another way to note the power of imitation is to observe the attitudes of employees and compare them with those of the "chief." When the chief is nervous, tense, worried, his close **associates** reflect similar attitudes. But when Mr. Chief is on top, feeling good, so are his employees.

The point is this: The way we think toward our jobs determines how our subordinates think toward their jobs.

The job attitudes of our **subordinates** are direct reflections of our own job attitudes. It's well to remember that our points of superiority—and weakness—show up in the behavior of those who report to us, just as a child reflects the attitudes of his parents.

Consider just one characteristic of successful people: enthusiasm.

Ever notice how an enthusiastic salesperson in a department store gets you, the customer, more excited about the **merchandise**? Or have you observed how an enthusiastic minister or other speaker has a wide-awake, alert, enthusiastic audience?

If you have enthusiasm, those around you will have it, too. But how does one develop enthusiasm? The basic step is simple: Think enthusiastically. Build in yourself an optimistic, **progressive** glow; a feeling that "this is great and I'm 100 percent for it."

You are what you think. Think enthusiasm and you'll be enthusiastic.



To get high-quality work, be enthusiastic about the job you want done. Others will catch the enthusiasm you generate and you'll get first-class performance.

But if, in negative fashion, you “cheat” that company on expense money, supplies, and time, and in other little ways, then what can you expect your subordinates to do? Habitually arrive late and leave early; and what do you think the “troops” will do?

And there is a major incentive for us to think right about our jobs so that our subordinates will think right about their jobs. Our superiors evaluate us by measuring the quality and quantity of output we get from those reporting to us.

Look at it this way: whom would you elevate to division sales manager—the branch sales manager whose salesmen are doing superior work or the branch sales manager whose salesmen deliver only average performance? Or whom would you **recommend** for promotion to production manager—the supervisor whose department meets its quota or the supervisor whose department lags behind?

Here are two suggestions for getting others to do more for you:

1. Always show positive attitudes toward your job so that your subordinates will “pick up” right thinking.

2. As you approach your job each day, ask yourself, “Am I worthy in every respect of being **imitated**? Are all my habits such that I would be glad to see them in my subordinates?”

让自己看起来更好，你就会表现得更好。

记住，经理回答“在那个层面上需要员工做什么”这个问题之前，往往会先回答“那个层面是干什么的”；而在这之前，他会先搞清“员工现在的职位是让他做什么的”。

以下是一些有逻辑的、合理的、简单直接的话。在你继续往下读之前先朗读一下这段文字至少五遍：

一个认为自己工作很重要的人，

会接受到大脑的信息，告诉他怎样更好地做这份工作。

executive [ig'zekjutiv] *n.* 经理；执行委员会；
执行者；经理主管人员

preference ['preferəns] *n.* 偏爱，倾向；优先
权

reflection ['riflekʃən] *n.* 反射；沉思；映像

automobile ['ɔ:təməubi:l] *n.* 汽车

associate [ə'səʊfieit] *n.* 同事，伙伴

subordinate [sə'bɔ:dinit] *n.* 下属，下级；部
属，属下

merchandise ['mæ:tʃəndaiz] *n.* 商品；货物

progressive [prə'gresiv] *adj.* 进步的；先进的

recommend [rekə'mend] *vi.* 推荐，介绍；劝
告；使受欢迎；托付

imitate ['imiteit] *vt.* 模仿，仿效；仿造，仿制