

英汉对照

羊皮卷 TSM

智慧 · 财富卷

STANDARD BOOK

畅销
权威版

[美]奥格·曼狄诺 著
李悦 编译

黑龙江科学技术出版社

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关于羊皮卷

功成名就抑或富甲一方,是人人都希望实现的目标,但真正能够达成所愿的人却寥若晨星。冥冥之中,是否真的存在可以改变命运的力量?

传说在阿拉伯沙漠地区,流传着一个古老的关于羊皮卷的故事,那里的人们相信,拥有了羊皮卷,就掌握了打开成功之门的钥匙。转眼间,时光已流逝了两千多年,然而永恒不变的,是人们对成功与幸福的追求。

1924年,美国东部一个名叫奥格·曼狄诺的男孩儿诞生了。他人生的开始可以说是幸运的,受到了正规的教育,有了很好的工作,并成立了幸福的家庭。但是后来,人世的种种诱惑使他无法再安于平淡的生活,他迫切地希望获取成功,可是由于愚昧无知和盲目冲动,他犯下了一系列不可饶恕的错误,最终失去了所拥有的一切宝贵东西——家庭、工作、房子,变得一无所有。

失去一切的曼狄诺开始忏悔与反思,难道有支配人生命运的法则存在,而自己违背了这些法则?对成功的深切渴望使他决心寻找出这些法则,以此去获取成功、财富和幸福。两年后,曼狄诺终于从神父那里得到了羊皮卷,上面记载着有关如何获取成功的十四本论著。曼狄诺搜遍全城图书馆,将这十四本书借来,细细阅读。渐渐地,一直笼罩在曼狄诺心头的迷雾消散了,希望的阳光照射进来,信心、勇气和力量在他的血液里复苏。曼狄诺坚信,自己已找到了支配命运的法则,决定“现在就付诸行动”。他在自己的羊皮卷里写下:

今天,我开始新的生活。今天,我爬出满是失败创伤的老茧。今天,我要用全身心的爱面对世界……

在以后的日子里,曼狄诺从最简单、最底层的工作做起,一步步往上攀登。他当过卖报人、推销员、业务经理……在通往成功的道路上,布满荆棘,但此时的曼狄诺已经不可阻挡,因为他掌握了成功的准则,知晓了幸福的奥义。就这样,曼狄诺以强有力的手扼住了命运的咽喉,最大限度地实现了自己的价值,终于在35岁时创办了自己的企业,实现了多年的梦想。

1968年,44岁的曼狄诺将十四本书的思想精华与自己的亲身经历融为一体,写出了《世界上最伟大的推销员》一书,此书行销海内外,获得了巨大成功。时至今日,《羊皮卷》已经成为世界上最伟大的励志丛书的代名词。为了便于读者更有针对性地阅读,我们将曼狄诺所提到的十四本论著混编整理,然后按其题材与主旨重新归类,适时推出《羊皮卷——智慧·财富卷》与《羊皮卷——人性·哲理卷》这套书,分别从取得成功、创造财富所需的各种品质和经济社会下要过怎样的人生等各个方面予以分析、阐述。结合时代的发展,在此套书中我们对原论著中一些于今不适宜的论断与理念经过甄别后没有收录其中,而相应地从名家之作中选取数篇对我们思想与成功有启迪的作品作为补充,充分保证了每一篇文章的质量与价值。

亲爱的读者朋友们,如果你有志成功、想要掌握自己的命运,你就不可以忽略这套书。如果你正遭遇失败,那么让它帮你指点迷津,找到问题所在后相应改变;如果你正走在成功的路上,那么选择它作为助力,让你更上一层楼;而如果你此时对成功与失败已陷入迷茫,那就让它成为你的良师益友,在道德上、精神上、行为准则上指导你,给你安慰,给你鼓舞,相信它也将改变你的命运,带给你成功、财富和幸福。



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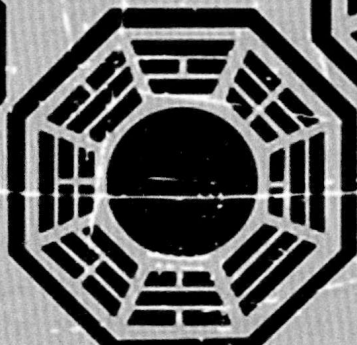
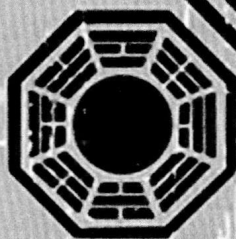
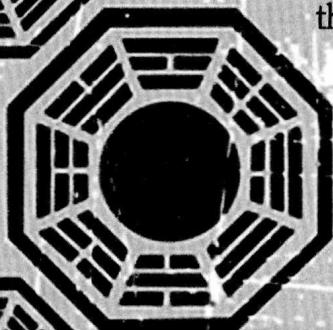
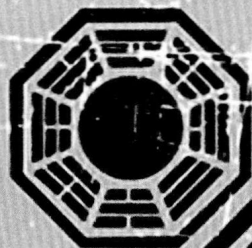
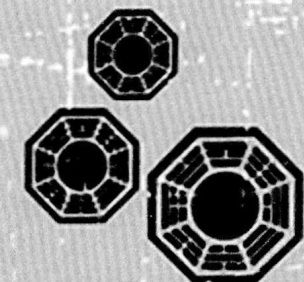
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Most great men of all ages have been comparatively rich.

They have made or inherited money.

Without money they could not have accomplished what they did.

The man engaged in physical drudgery is not likely to have the same high ideals as the man that can command comparative leisure.

关注财富

Concentrate on Wealth

斯宾诺莎曾说：

意志，是一种能力，一种心灵借以肯定或否定什么是真，什么是错误的力量，而不是心灵借以追求一物或避免一物的欲望。

关注财富 Concentrate on Wealth

塞隆·Q.迪蒙 / Theron Q. Dumont

It was never intended that man should be poor. When wealth is obtained under the proper conditions it broadens the life. Everything has its value. Everything has a good use and a bad use. The forces of mind like wealth can be directed either for good or evil. A little rest will re-create forces. Too much rest **degenerates**¹ into laziness, and brainless, dreamy longings.

If you acquire wealth unjustly from others, you are misusing your forces; but if your wealth comes through the right sources you will be blessed. Wealth is many persons' goal. It therefore stimulates their endeavor. They long for it in order to dress and live in such a way as to attract friends. Without friends they would not be so particular of their surroundings. The fact is the more attractive we make ourselves and our surroundings the more inspiring are their influences. It is not conducive to proper thought to be surrounded by conditions that are uncongenial and unpleasant.

So the first step toward acquiring wealth is to surround yourself with helpful influences; to claim for yourself an environment of culture, place yourself in it and be molded by its influences.

Most great men of all ages have been comparatively rich. They have made or inherited money. Without money they could not have accomplished what they did. The man engaged in physical drudgery is not likely to have the same high ideals as the man that can command comparative leisure.

Wealth is usually the fruit of achievement. It is not, however, altogether the result of being industrious. Thousands of persons work hard who never grow wealthy. Others with much less effort acquire wealth. Seeing possibilities is another

er step toward acquiring wealth. A man may be as industrious as he can possibly be, but if he does not use his mental forces he will be a laborer, to be directed by the man that uses to good advantage his mental forces.

No one can become wealthy in an ordinary lifetime, by mere savings from earnings. Many **scrimp**² and economize all their lives; but by so doing waste all their vitality and energy. For example, I know a man that used to walk to work. It took him an hour to go and an hour to return. He could have taken a car and gone in twenty minutes. He saved ten cents a day but wasted an hour and a half. It was not a very profitable investment unless the time spent in physical exercise yielded him large returns in the way of health. The same amount of time spent in concentrated effort to overcome his unfavorable business environment might have firmly planted his feet in the path of prosperity. Any man that has ever amounted to anything has never done a great deal of detail work for long periods at any given time. He needs his time to reflect. He does not do his duties today in the same way as yesterday, but as the result of deliberate and concentrated effort, constantly tries to improve his methods. Business success today depends on foresight, good judgment, grit, firm resolution and settled purpose. But never forget that thought is as real a force as electricity. Let your thoughts be such, that you will send out as good as you receive.

1. degenerate [di'dʒenəreɪt] vi. 退化

2. scrimp [skrimp] vt. 过度缩减

任何人都不应该生活在困境之中。从某种角度来说,拥有财富可以使我们的生活得到改善。世间一切事物都有价值,同样,任何事都有其好的一面与坏的一面。当我们产生了致富的欲望时,它有可能使我们产生前行的动力,也有可能使我们从此堕落。同样,适当的休息可以使我们养精蓄锐,但休息时间过长就会使我们变得懒惰、愚笨,甚至成为一个只知白日做梦的人。

如果你通过不正当手段从他人手中攫取钱财,那么你就是在滥用自身的力量;如果你能够做到“君子爱财,取之有道”,那么你就会感到心安理得。许多人都希望能够成功致富。正是这种欲望激发了他们的潜能。为了实现致富的目标,他们结交了许多志同道合的朋友。事实上,如果没有身边朋友的衬托,你根本不知道自己究竟有多大的影响力。越是有魅力的人,其社交范围就越广泛,自身所具备的影响力就越强。相反,我们应该避免与那些没有共同语言的人交

往,因为他们对我们没有任何益处。

因此,想实现成功致富的愿望一定要结交一些有益于自身发展的朋友,为自己营造出一个适于自己生存的环境,并融入其中。

许多不同时期的伟人都生活在相对富有的环境中。他们的金钱并不都是从祖辈上继承下来的,有一部分是通过他们的努力赚取的。从某种角度而言,没有金钱的支持,他们根本无法取得巨大的成就。体力劳动者与脑力劳动者的区别就在于,前者奔波劳碌,后者悠闲自在,但前者却没有后者获得的财富多。

获得财富是获得成功的标志。很多情况下,仅凭勤奋并不能使你获得财富。无以计数的人都在自己的岗位上辛勤地工作着,但他们却没有成功致富。相对他们而言,许多人往往能够在较轻松的环境下获得财富。事实上,那些拥有积极思想的人往往拥有更多的致富机会。一个人可以通过努力获得一身力气,但如果他不能够积极开发思想中的潜能,那么他只能做一个体力劳动者,只能受脑力劳动者的支配。

仅通过节衣缩食的方法积攒下一定积蓄的人根本不可能获得财富。许多过度缩减开销的人往往会在无形中加重自身负担,甚至使自己失去活力与精力。我的一个朋友为了节省开支,他每天都要花两个小时步行上下班。如果坐车的话,仅用二十分钟就可以了。为了节省十美分他整整浪费了一个半小时的时间。依我之见,除非他是以锻炼身体为目的去这样做,否则这绝不是明智之举。如果他能够把每天浪费的一个半小时用在商业社交上,那么他一定能够使自己距财富更进一步。做大事的人从不会把精力浪费在某件小事上,他们要为自己留有反省的时间。他们力求每天都有进步,通过审慎的思考,他们使自己的业务水平始终在提高。想要获得成功必须具备极强的预见性、坚定的意志力、良好的判断力、不畏艰辛的精神,以及明确的目标。不过,千万不要忘记人的思想具有如电流般强大的能量。只要你学会应用这种力量,那么你的付出必定能够得到回报。



世界上不存在“注定的命运”,因为命运掌握在自己手里。因此,每个人都应该为自己所走的每一步负责,我们不该将精力浪费在琐事上,那会使我们无法明确人生的目标,甚至使我们产生怠惰、不思进取的消极思想。

约翰·亚当斯曾说：

毫无疑问，财产同自由一样，是人类的一项真正的权利。

致富的权利 The Right to Be Rich

华莱士·D.沃勒斯 / *Wallace D. Wattles*

A person develops in mind, soul, and body by making use of things, and society is so organized that we must have money in order to become the possessors of things. Therefore, the basis of all advancement must be the science of getting rich.

The object of all life is development, and everything that lives has an **inalienable**¹ right to all the development it is capable of attaining.

To be really rich does not mean to be satisfied or contented with a little. No one ought to be satisfied with a little if he is capable of using and enjoying more. The purpose of nature is the advancement and unfoldment of life, and everyone should have all that can contribute to the power, elegance, beauty, and richness of life. To be content with less is sinful.

There is nothing wrong in wanting to get rich. The desire for riches is really the desire for a richer, fuller, and more abundant life — and that desire is praiseworthy. The person who does not desire to live more abundantly is abnormal.

There are three motives for which we live: We live for the body, we live for the mind, we live for the soul. No one of these is better or holier than the other; all are alike desirable, and no one of the three — body, mind, or soul — can live fully if either of the others is cut short of full life and expression. It is not right or noble to live only for the soul and deny mind or body, and it is wrong to live for the intellect and deny body or soul. We are all acquainted with the **loathsome**² consequences of living for the body and denying both mind and soul, and we see that real life means the complete expression of all that a person can give forth through body, mind, and soul. Whatever he can say, no one can be really happy or satis-

fied unless his body is living fully in its every function, and unless the same is true of his mind and his soul.

A person cannot live fully in body without good food, comfortable clothing, and warm shelter, and without freedom from excessive toil. Rest and recreation are also necessary to his physical life.

One cannot live fully in mind without books and time to study them, without opportunity for travel and observation, or without intellectual companionship.

To live fully in mind a person must have intellectual recreations, and must surround himself with all the objects of art and beauty he is capable of using and appreciating.

To live fully in soul, a person must have love.

A person's highest happiness is found in the bestowal of benefits on those he loves; love finds its most natural and spontaneous expression in giving. The individual who has nothing to give cannot fill his place as a spouse or parent, as a citizen, or as a human being. It is in the use of material things that a person finds full life for his body, develops his mind, and unfolds his soul.

It is perfectly right that you should desire to be rich. If you are a normal man or woman you cannot help doing so. It is perfectly right that you should give your best attention to the science of getting rich, for it is the noblest and most necessary of all studies. If you neglect this study, you are **derelict**³ in your duty to yourself, to God and humanity, for you can render to God and humanity no greater service than to make the most of yourself.

1. inalienable [in'eiljənəbl] adj. 不能放弃的;不可剥夺的

2. loathsome ['ləʊðsəm] adj. 讨厌的,令人憎恶的

3. derelict ['derilikt] adj. 玩忽职守的,疏忽的

在现实社会中,一个人要想在心智、灵魂、身体等各方面得到全面发展,必须以充足的物质资源作为保障。因此,从这个意义上来讲,致富的科学就是进步的基础。

人类的生活目标在不断地发展,生活中的一切都拥有当仁不让的权利来全面发展它所能够获得的能力。

真正的富有并不是对蝇头小利的满足感;一个人如果有能力获得更大成功,就不应该对眼前的小成就沾沾自喜。人类天生的目标就是不断发展、丰富自己的生活,每个人都应该为使生活变得更加有活力、高雅、美好和富足而贡