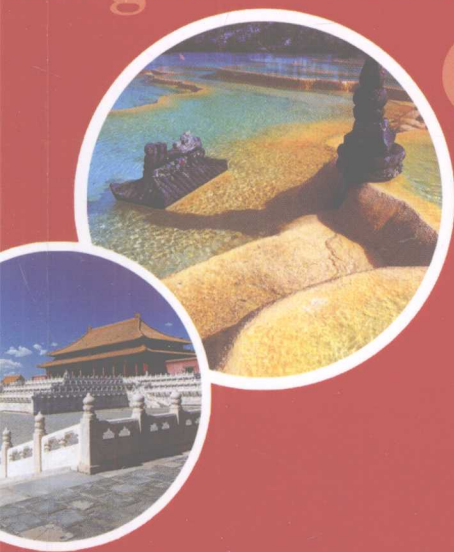


主编 董晓波

# 缤纷中国：

## Media 媒体英语阅读教程 English Readings on China



清华大学出版社  
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缤纷中国：

# 媒体英语阅读教程

## Media English Readings on China

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清华大学出版社

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· 北京 ·



## 内 容 简 介

本书从不同方面向中国学生介绍当代中国的政治、经济、社会发展、民族风情等,展示中国悠久的历史和文化,尤其是改革开放以来所取得的巨大成就。本书不仅能够增强中国学生的民族自豪感,而且有利于中国学生在与外国人的跨文化交际过程中,学会并掌握用地道的英语表达“中国的人和事”。

本书可用作各类专业本科生以及研究生的选修课或课外泛读教材;也可用作高校新闻专业高年级阅读课程教材和英语专业低年级阅读课程教材;同时,对于对当代中国有兴趣的“老外”来说,也是一本不可多得的读物。

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# Preface

## 前言

数十年来,随着中国改革开放的不断深入与国际交流空间的扩展,随着传播科技的发展,人们对媒体的依赖有增无减,媒体对人和世界的中介作用也愈益为人们所关注。一方面,中国人与外国人交流的机会越来越多;另一方面,外国人对中国的关注也越来越多,兴趣也越来越大。在此背景下,中国英语教学的“费时低效”,中国学生与外国人交流过程中的言不达意、无内容表达等现象,也越来越受到外语界的关注。我们知道,中国传统英语教学内容是基础英语学习,强调对西方文化的了解;而对于我们身边的人、周围的事却很少关注。因此,《缤纷中国:媒体英语阅读教程》的推出就是为改变这种现象做出的努力。

本书贯彻“以人为本”的理念,从中国学生实际出发,从不同方面向中国学生介绍当代中国的政治、经济、社会发展、民族风情等,展示中国悠久的历史文化,尤其是改革开放以来所取得的巨大成就。本书不仅能够增强中国学生的民族自豪感,而且有利于中国学生在与外国人进行跨文化交际的过程中,学会并掌握用地道的英语表达“中国的人和事”。因此,这里要强调的是,本书所使用的“中国媒体英语”不仅包括中国媒体上的英语语言材料,还涉及了当今各种媒体上关于中国的英语语言材料。本书选材广泛,不仅有来自 China Today、China Daily、Beijing Review、Chinese Literature、The 21st Century 等中国报纸杂志以及官方网站的英语新闻材料,也精选了来自美国、英国、德国、加拿大、法国等国家的主流报刊、广播电台和通讯社近年来发表的关于中国问题的报道。选材涉及当代中国社会生活的方方面面,包括经济、社会和文化的发展与进步,以及日常生活中的种种趣闻轶事;既涉及政治经济等宏观层面,也关注社会生活中的细枝末节,可谓包罗万象。选材强调以软新闻为主,关注文章的可读性,保留一切客观中肯的评价与批评,回避任何出于偏见和敌意的损毁性言论;给广大读者提供既充满趣味,又令人回味与反省的好看文章。

本书可用作各类专业本科生及研究生的选修课或课外泛读教材;也可用作高校新闻专业高年级阅读课程教材和英语专业低年级阅读课程教材;同时,对于对当代中国有兴趣的“老外”来说,也是一本不可多得的读物。

在本书的编写过程中,南京师范大学外语学院副书记蒋棋琴老师给予了许多帮助,在此表示感谢!本书是集体合作的成果,由董晓波主编,黄文、马柯副主编,尚婷、于



银磊、陈娟娟、陆海霞参编。

在整个编写过程中，我们力求完美，但是限于水平，不乏偏颇和疏漏之处，恳请广大读者不吝指正。

董晓波

2009年4月

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# Introduction

## 导 读

本书所选文章内容新颖,信息容量大,具有鲜明的时代性及较强的趣味性。本书的语言素材按题材大致可分为文化与科学 (Culture & Science)、政策与法律 (Policies & Laws)、社会与人物 (Society & People)、外交与国事访问 (Diplomacy & State Visits)、教育与就业 (Education & Employment)、节日与庆典 (Holidays & Celebrations)、改革与发展 (Reform & Development)、香港与澳门 (Hong Kong & Macao)、国际贸易与经济合作 (International Business & Economic Cooperation)、环境保护 (Environmental Protection)、名胜与旅游 (Interests & Tourism in China)、汶川大地震 (Earthquake in Wenchuan) 12 个单元,每一单元遵循统一体例,包括下述各部分。

**导读:**旨在从心理学和语言学的不同角度引导学习者如何阅读语篇,如何迅速进入阅读语境;重点培养学习者快速阅读并准确理解媒体英语文章的能力,力求使学习者语言知识的扩展寓于语言综合使用能力的提高之中。

**课文:**分为 A 篇和 B 篇,分别对应单元的两大主题。根据第二语言 and 外语习得理论,阅读文章的长度和生词量之间应该有一定的比例关系。课文长度是一个值得注意的问题,课文过长,会造成课堂教学操作上的困难;课文过短,会使生词相对集中,生词量过多,造成学习者理解上的困难,而频繁查阅单词更会挫伤学习者的阅读积极性。因此,本书 A、B 两篇课文的字数一般分别控制在 800 ~ 1 000 词。

**课外补充阅读与练习:**本书坚持研究性教学的创新理念,讲究课堂教学与课外自学相统一,每个单元都为学习者提供进一步阅读的素材并要求学习者在课外进行深入阅读,这是本书的一大特点。本书的练习部分摒弃以往传统教材中的应试内容,既紧扣原文进行理解,又有课外拓展,特别是探究性问题,旨在启发学习者在课外进行研究性学习,在英语学习的同时,发展并增强其语言技能和文化交际能力。

**小贴士:**这部分选取与话题相关的中国文化知识或媒体英语基本常识,帮助学习者增加背景文化知识,增强英语工作能力和开阔眼界。

本书后附有各单元课后练习参考答案,供学生自我检测使用。

董晓波

2009 年 4 月



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# Unit

## 1

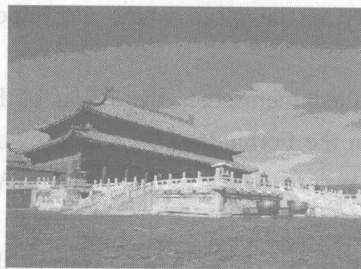
## Culture & Science

### Text

### A

### 导读

北京是中华人民共和国的首都，也是中国四大古都之一，具有3 000余年的悠久历史、850多年的建都史和灿烂的文化。北京在历史上曾为五代都城，是我国拥有帝王宫殿、园林、庙坛和陵墓数量最多、内容最丰富的城市。故宫又称紫禁城，原为明、清两代的皇宫，住过24个皇帝，其建筑宏伟壮观，完美地体现了中国传统的古典风格和东方格调，是我国乃至全世界现存最大的宫殿。天坛以其布局合理、构筑精妙而扬名中外，是明、清两代皇帝“祭天”和“祈谷”的地方，是我国现存最大的古代祭祀性建筑群。北京钟鼓楼位于故宫正北方，鼓楼在南，钟楼在北，是元明清三代击鼓鸣钟报时的建筑。如今虽已失去了司时的功能，但每到年节，浑厚有力的钟鼓声仍为人们祈福，并已成为京城一景。



### Guide to Historic Attractions in Beijing

With its 3,000-year history, Beijing boasts some of the most renowned historic attractions in the world. The following are the highlights of a visit to the ancient city.



## The Forbidden City, or Gu Gong

As the imperial palace of the Ming and Qing dynasties for five centuries, the 72-hectare Forbidden City is the world's largest palace complex with 9,999 rooms. It lies at the heart of Beijing, just to the north of the Tian'anmen Square.

The palace, which used to be off-limits to the common people, is surrounded by a 10-meter high wall, which measures 960 meters from south to north and 750 meters from east to west. Outside the wall is a 52-meter-wide moat. It is indeed a city within a city.

Until 1924 when Emperor Pu Yi—as portrayed in Bernardo Bertolucci's Oscar-sweeping masterpiece “The Last Emperor”—was driven out of the palace, 24 emperors had reigned there.

Historical data show that a million workers were involved in the 14-year building of the palace, starting in 1407. To transfer the stones quarried from outside the city, it is said that a well was dug every 50 meters along the road in order to pour water on the road in winter to slide large stones on the ice. Building materials included glutinous rice and egg whites, making the wall extraordinarily strong.

Listed by UNESCO as a World Cultural Heritage Site in 1987, it features numerous architectural wonders, rare ancient treasures and painted decorations. Amble through the seemingly endless courtyards and halls and you can almost smell the history.

## The Temple of Heaven, or Tian Tan

Lying slightly southeast the Tian'anmen Square, the Temple of Heaven was built in 1420 A. D. during the Ming Dynasty as the place where the imperial family made offerings to Heaven.

Since Chinese emperors called themselves the “Son of Heaven”, they built the 273-hectare temple much bigger than the Forbidden City, their own living place, to show respect for their lineage. The complex was listed by UNESCO as a World Cultural Heritage Site in 1998.

The Circular Mound Altar is the key building inside the temple with three layered terraces of white marble, where the emperors worshipped on the day of the Winter Solstice every year. This ceremony was to thank Heaven and hope everything would be good in the future.

The highlight, the Hall of Prayer for Good Harvest, is a big cone-shaped structure with round roof and three layers of eaves. Inside the Hall are 28 huge posts. The four posts along the inner circle represent four seasons; the 12 posts along the middle circle represent the 12



months; and the 12 posts along the outer circle represent 12 “shichen”.

Shichen is a time scale in ancient China and one shichen equaled two hours. The roof is covered with black, yellow and green glaze representing the heavens, the earth and everything on earth.

Also interesting is the Echo Wall with its 193-meter perimeter. The person standing at the west end of the wall can clearly hear a whisper from the east as the wall was built to a acoustic design.

Other sights include the Imperial Vault of Heaven and the Nine-Dragon Cypress tree whose branches have grown over more than 500 years to look like nine dragons twisted around each other.

### The Bell and Drum Towers, or Zhong Gu Lou

Bells and drums were used by the ancient Chinese to tell time as far back as the Han Dynasty (206 B. C. – 220 A. D.). Though bell and drum towers were built in almost every city throughout the country, the towers in Beijing are said to be the largest and tallest. Built in 1272 and rebuilt twice after two fires, the towers tolled the hours during the Yuan, Ming and Qing dynasties (1271 – 1911).

**Bell Tower:** Hanging on an eight-square wooden frame on the second floor, this bell is the largest and heaviest in China. It is 7.02 meters high, and weighs 63 tons. The bell is made of copper, and can be heard over great distances. The 2-meter wooden beams hanging at the sides are used to ring the bell.

**Drum Tower:** 100 meters south of the Bell Tower, the Drum Tower is built on a 4-meter-high stone and brick base. It is 46.7 meters high, slightly lower than the Bell Tower's 47.9 meters. The drum is beaten quickly 18 times and then slowly 18 times. This pattern is done three times, making 108 beats, representing one year in ancient times.

Telling time by ringing the bell and beating the drum was abolished after Pu Yi, the last emperor of China, left the Forbidden City. On New Year's Eve in 1990, the long-silent bell rang out again. The drum was also beaten again on the New Year's Eve of 2001. Now the bell and drum are beaten every New Year's Eve to send blessings to the people.

You can climb the steep stairways up to the towers. On the Drum Tower, you can also watch a five-minute ceremony of five people beating 25 drums, which is performed every 30 minutes during the day.



## Words &amp; Expressions

boast	[bəʊst]	v.	引以为荣
imperial	[im'piəriəl]	adj.	皇家的, 帝国的, 威严的
hectare	[ˈhektɑː]	n.	公顷
moat	[məʊt]	n.	护城河
portray	[pɔː'trei]	v.	描写, 描绘, 扮演
masterpiece	[ˈmɑːstətəpiːs]	n.	杰作
reign	[rein]	v.	统治, 君临
quarry	[ˈkwɔːri]	v.	从采石场采石
glutinous	[ˈgluːtɪnəs]	adj.	黏稠的
amble	[ˈæmbəl]	v.	漫步, 缓行
lineage	[ˈliːniɪdʒ]	n.	家系, 血统
altar	[ˈɔːltə]	n.	祭坛
terrace	[ˈterəs]	n.	阳台, 露台, 平台屋顶
marble	[ˈmɑːbl]	n.	大理石
acoustic	[əˈkʊstɪk]	adj.	听觉的, 音响的, 声学的
vault	[vɔːlt]	n.	穹窿
cypress	[ˈsaɪprɪs]	n.	柏

## Notes

1. to be off-limits: 禁止进入。
2. Bernardo Bertolucci: 贝纳尔多·贝托鲁奇, 意大利著名导演, 其执导的《末代皇帝》一举夺得 1988 年第 60 届奥斯卡的最佳影片、最佳导演、最佳改编剧本、最佳服装、最佳作曲、最佳剪辑、最佳音响效果、最佳摄影和最佳美工 9 项大奖。
3. UNESCO: United Nations Educational, Scientific and Cultural Organization 联合国教育科学及文化组织。
4. Winter Solstice: 冬至。
5. shichen: 时辰, 古代计时单位。
6. Echo Wall: 回音壁。



7. the Imperial Vault of Heaven: 天坛皇穹宇。
8. the Nine-Dragon Cypress tree: 九龙柏。

## Exercises



### I. Comprehension of the text.

Answer the following questions according to Text B.

1. How many workers were involved in the building of the Forbidden City and when was the building finished?
2. Tell about the location of the Temple of Heaven.
3. What is the most important building inside the temple which is bigger than the Forbidden City?
4. Where are the biggest towers in China and when were they first built?
5. Nowadays, why do we beat the bell and drum every year?

### II. Translate the following sentences into Chinese.

1. To transfer the stones quarried from outside the city, it is said that a well was dug every 50 meters along the road in order to pour water on the road in winter to slide large stones on the ice.
2. Lying slightly southeast the Tian'anmen Square, the Temple of Heaven was built in 1420 A. D. during the Ming Dynasty as the place where the imperial family made offerings to Heaven.
3. Also interesting is the Echo Wall with its 193-meter perimeter. The person standing at the west end of the wall can clearly hear a whisper from the east as the wall was built to a acoustic design.
4. Bells and drums were used by the ancient Chinese to tell time as far back as the Han Dynasty (206 B. C. - 220 A. D.).
5. The drum is beaten quickly 18 times and then slowly 18 times. This pattern is done three times, making 108 beats, representing one year in ancient times.



### III. Exploring questions.

Try to find more information about the following places.

1. the Summer Palace.
2. Yuan-Ming Yuan Imperial Garden.
3. the Great Wall.

**Text**

**B**

### 导读

随着中国成为世界重要的 IT 产品制造大国和 IT 消费市场, IT 业跨国公司正逐步进入中国市场并建立大型的软件工厂。以微软为例, 微软中国研发集团现有员工占微软全球研发人数的 10%, 是美国本土外规模最大、最全面且发展最迅速的分支。中国的工程师们正越来越深入地参与 IT 核心技术的研发, 中国庞大的市场亦是技术创新的“助推器”。但是, 国内对知识产权的保护力度仍需加强, 技术人才的流动也过于频繁, 这些都不利于中国作为全球各大 IT 公司研发基地所需的健康环境, 是迫切需要解决的问题。

## Let a Thousand Ideas Flower:

### China Is a New Hotbed of Research

*By Chris Buckley*

BEIJING — Harry Shum's office may be one of the best places to witness the next stage of China's rise as an economic powerhouse.

Set in the heart of the Haidian District in Beijing, with its canyons of universities, labs and high-tech ventures, his office occupies a corner of Microsoft Research Asia, the software giant's ambitious effort to tap scientific brainpower in China.

"Microsoft began to realize we can't find all the talented people in the U.S.," he said. Pointing outside, he added: "Nowhere in this universe has a higher concentration of I.Q. power."

Microsoft is not the only multinational company to use China as a base for research and development. In recent years hundreds of them have set up laboratories here, and Chinese



officials claim the number is growing by 200 a year.

The labs vary in size and ambition, but as they multiply and expand they may help China grow from mostly a user and copier of advanced technologies developed elsewhere into a powerful incubator of its own, industry executives and experts say. And the shift may eventually reshape applied research, jobs and policies in the United States and other developed countries.

But it is far from certain that China will reap the full rewards of this flowering. Planting and nurturing corporate labs is a delicate business, and in China they are buffeted by concerns about protecting patents, retaining and training researchers, and managing the distances—physical and cultural—between here and headquarters.

When Microsoft opened its Beijing lab in late 1998, it was among the first multinationals to establish a large research center in China. It hoped investing in research here would help pry open the door to two dazzling prizes: China's large reservoir of skilled but inexpensive scientists, and its consumers, still relatively poor but growing richer and eager for new technology.

After considering several sites in Asia, Microsoft settled on the Haidian District, home to some 40 universities, 138 scientific institutes and many of China's 810,000 research scientists and engineers.

Microsoft, like other companies setting up research facilities here, was able to lure scientists from government-run labs, which do not pay as well and often are not working on **cutting-edge** developments.

When the Microsoft lab first announced openings for 50 positions, it was deluged with tens of thousands of applications. It is no surprise that Microsoft Research Asia has such popular appeal. It is one of the few labs here spared the pressure of developing products for direct application; its researchers, like those in Microsoft's labs in Redmond, San Francisco and Cambridge in Britain, are given leeway to explore ideas with no immediate commercial payoff.

But Microsoft researchers here also said they were conscious of their untested "outsider" status, which makes them especially eager to find product applications for their theoretical findings. Among other things, researchers are working on computer graphics, speech recognition and text translation.

The expansion of foreign labs in China is bound to spark further debate, similar to the controversy over outsourcing of technology services, about the implications of the increasing globalization of corporate research.

Executives at Microsoft and other companies argue that their Chinese labs are not taking



jobs away from the United States or elsewhere. "There's an internationalization of research going on," Dr. Rashid said. "That's a good thing. The more smart people, the more innovation, and the more benefits for companies like Microsoft." The starting point for this research boom is China's growing importance and sophistication as a market for technology, especially telecommunications and the Internet, industry executives said.

"People realize that with the expansion of China's market they need to tailor products to the China market," said Martin Hirt, who works for McKinsey & Company, the consulting firm, and has advised companies on technology development in China. "A 50-year-old Finnish or American engineer is not going to understand the needs of an 18-year-old Chinese youth."

Recently, Oracle opened a lab in Beijing to tailor its Linux operating software to suit its Asian customers, and companies like Motorola, Siemens, I. B. M. and Intel are going even further, running full-scale labs that work on their companies' most advanced products.

Last year, General Electric opened a large research center in Shanghai, where it plans to employ 1,200 researchers by next year. And Nokia, the Finnish mobile telephone maker, has moved its software code writing to China. Chinese officials in charge of the sector say no one knows exactly how many international companies have research labs in China, but an official from China's Ministry of Commerce recently stated publicly that the country had as many as 600 and was adding 200 a year.

Dr. von Zedtwitz was more conservative, estimating that China had as many as 300 foreign research centers, most of them founded over the last three years. But he said that within five years China could overtake Britain, Germany and Japan as a base for corporate research, leaving it second only to the United States.

Although experts say that China's growth as an international research base will continue, many also said that growth could be slowed or ultimately endangered by the growing pains and legal uncertainties.

The most immediate threat is China's laxity in safeguarding intellectual property rights, which makes it too easy for innovations and industrial secrets to leak out, only to reappear in a Chinese competitor's product catalogue. Multinationals' growing resentment of theft of patents and trade secrets is leading some to threaten to quit China for India, Dr. von Zedtwitz said.

The other serious challenge is retaining and managing researchers who are young and relatively inexperienced, but also eager for rapid promotions and raises. "You can get all the smart people you want," said Dr. Simon of SUNY, who has studied many labs run by multinationals in China, "but they'll run around like a herd of cats without leadership."