

★ 黄成洲 主编



# 超越自我

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大学英语时文阅读

# 超 越 自 我

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**【内容简介】** 本书对成才素质、情感智商、推销自己、创造力的挖掘、避免误解、补救过失、自我修养以及千奇百怪、妙趣横生的社会、文化生活等方面的问题进行介绍,旨在让读者通过学习,认识自我,完善自我,并进一步超越自我,同时巩固读者在基础阶段所学的语言知识和阅读技能,进一步深化和拓宽知识面,扩大词汇量,增强英语学习兴趣,提高英语水平。

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# 前言



根据《大学英语教学大纲》，大学生在校期间应该课内、课外相结合，进行大量阅读，以提高英语阅读能力。但是，事实上，同学们在市面上很难找到合适的、具有现实性、知识性和趣味性的课外英语阅读材料。本套丛书的编写正是为了解决这一问题，给广大读者提供一片阅读的天地。

本套丛书具有以下显著的特点：

1. 内容新颖，涉及面宽，具有知识性和趣味性。
2. 语言规范、纯正，题材均选自原版英文材料。
3. 重在巩固基础语言知识及阅读技能，深化、拓宽知识面，扩大词汇量，使读者得到人文素质的陶冶。
4. 既可作为大学阶段课堂使用教材，又可作为课后自学材料。为了方便读者，作者对生词、难词加注音标；对独特习俗、语法难点、抽象术语加以注释；每篇文章后编写了练习题，并附有练习答案，可供参考。

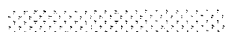
本册《超越自我》对成才素质、情感智商、推销自己、避免误解、补救过失、自我修养、创造力的挖掘以及千奇百怪、妙趣横生的社会、文化生活等方面的问题进行了介绍，旨在让读者通过英语学习，认识自我，完善自我，并进一步超越自我，同时巩固读者在基础阶段所学的语言知识和阅读技能，进一步深化和拓宽知识面，扩大词汇量，增强英语学习的兴趣，提高英语水平。

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## Are You an Entrepreneur\*?

### 你具备企业家的素质吗？

企业家是国家经济发展的生力军。许多人都梦想成为企业家，但成功的企业家必须具备一定的素质。本文作者是一位成功的美国企业家，他根据自身的经历，总结出了一个成功企业家应该具备的六大要素，读完后相信你会大受裨益。

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When I was eight, the streetcar named Desire ran only four blocks from my home in New Orleans. But the sound of eager Desire racing through the night did not inspire me—as it did Tennessee Williams<sup>1</sup>—to spin\* a passionate tale. Instead, it invited the entrepreneurial muse\* to whisper the suggestions that guided me to the path I'm still traveling.

That summer I noticed that people getting off the streetcar at the end of the day looked as if they would pass out<sup>2</sup> if they had to go another step without a cool drink. I didn't realize it then,



but I had responded to the first precept\* of an entrepreneur: I had recognized a need.

My grandfather staked\* me to five dollars to buy 100 bottles of Coke<sup>3</sup>. But before I could take my first step into the world of high finance, I had to set a price for my goods. With naïve\* boldness, I settled on a markup\* of 100 percent!

Business was brisk the first day and got better as the week progressed. You would have thought I was a pint-size John D. Rockefeller<sup>4</sup>. My grandfather was of that opinion. So you can imagine his shock when, having sold my entire stock, I had only four dollars to show for my efforts.

Few of my customers could afford to pay ten cents for a bottle of soda. Many couldn't even afford the nickel I needed to break even<sup>5</sup>. It was so hot that I couldn't bear to let anyone go away empty-handed, so I trampled my bottom line<sup>6</sup> by giving away my merchandise. My first business was a financial failure, but it sure built up a lot of good will.

Entrepreneurs can be found everywhere—from fellows with outdoor lunch wagons to people within the corporate mainstream\*. Their common bond is that they are risk takers, willing to roll the dice with their money<sup>7</sup> or put their reputations on the line<sup>8</sup> in support of an idea or a project. They're following their own visions, and have decided to make the sacrifices necessary to achieve success.

In 1968, after 18 years at Lever Brothers and Playtex, I left my job. I had long thought of doing something on my own, but it was talking with friends and attending a seminar on entrepreneurship that gave me the push I needed. I bought into<sup>9</sup> the

Benrus Corporation. Then in 1979 I acquired the Remington Company.

Thirty-five years of experience has given me a good idea of the entrepreneur's profile\*. To find out if you have the right stuff, ask yourself:

1. Do I have enough self-confidence?

You must believe in yourself. In a corporation, you want the people working under you to follow your lead<sup>10</sup>; you want your superiors to respect your judgment. If you're running your own business, you want investors to place their money and trust behind you. You want your clients to catch your enthusiasm and to believe in your product or service. How can you inspire them if you don't believe in yourself?

If you lack self-confidence, find some. Lack of confidence isn't a disease, it's a symptom. Self-perceived negatives can rob you of a healthy ego\*.

Every six months, to deal with mine, I do a personal balance sheet<sup>11</sup>. I make a list of my pluses and my minuses.<sup>12</sup> For example, I was once a procrastinator\*. Confronting this in black and white<sup>13</sup> helped me to overcome it. I started making it a point to tackle distasteful jobs first. In a short time, procrastination disappeared from my list of minuses.

Facing my negatives, I developed a more positive sense of myself. There is nothing on my list I can't overcome if I make the effort. Try a balance sheet of your own.

2. Do I have confidence in my venture? I've been asked, "When you make an investment, are you backing the idea or the people behind it?" Both. No entrepreneur is a miracle worker.

You can labor 16 hours a day, seven days a week, but if your product is lousy, you've wasted your time.

A friend of mine is a terrific shoe salesman. When management of the business changed, the quality of the stock dropped off. A customer complained that the expensive shoe she was about to buy was too snug. He offered to stretch it. "I gripped the shoe and pulled," he told me. "It tore in half. What had been a finely crafted shoe was now a piece of junk. I told the customer the truth, then I resigned."

The lesson is simple: You can't sell anything you wouldn't buy.

3. Am I willing to make sacrifices? Body builders have a saying, "No pain, no gain." It should be the credo\* of every entrepreneur. Forget the clock. Nine-to-five<sup>14</sup> doesn't exist.

Saturday became part of my regular work schedule as a young salesman. And when a snowstorm hit my region, it was an opportunity, not an obstacle. The idea that my rivals would be hiding from the elements gave me the impetus\* to push my product. It's amazing how receptive\* a buyer could be when the snow was waist-deep and I was the only friendly face he'd seen all day.

If you're opening your own business, you'll lose the security of a paycheck and the company benefits you take for granted. And there will be other changes in your life-style. You might not get home for dinner; relaxing weekends may be few and far between<sup>15</sup>. I've even seen entrepreneurs whose marriages fell apart because they forgot about their spouses. That's one sacrifice I don't recommend!

4. Do I recognize opportunity? This is key. Get used to examining all angles of a proposition. Ask, "How can this work for me?"

I learned this the hard way. When I was with Playtex I met an inventor who showed me two pieces of nylon fabric and demonstrated how they adhered without hooks, zippers or snaps. All I could think about was the lack of applicability for our brassiere\* business.

That product was Velcro<sup>16</sup>. And not a day goes by when I don't see it used somewhere.

5. Am I decisive? You'd better be. As an entrepreneur, you're on your own. And you're on your own. And you're going to encounter situations where time isn't on your side. At Lever Brothers we were launching a new product, an improved wrinkle cream. We planned a major promotion in Ohio stores, with a famous makeup man flying in from New York to apply the gook\*. But he suddenly became ill and couldn't come.

What do I do now? I thought. So I spent the next 24 hours in a crash course in makeup<sup>17</sup>, using a secretary as a guinea pig<sup>18</sup>. Poor woman. I practiced until her face was raw.

My moment of truth came with my first customer, the wife of a store president. I applied the product and she left without comment. Two days later she came back. Her husband had liked the results so much that she wanted more. Developing a quick, positive response to adversity\* had saved an important promotion campaign.

6. Am I willing to lead by example? You can't ask your troops to give their all if your idea of a rough day is two hours in

the office and six on the golf course. I never ask an employee to do something I'm not willing to do, and I work even harder than they do.

By now you should have some idea if you have what it takes to be an entrepreneur. So I'll mention some of the rewards for your sacrifices. You'll find satisfaction in creating something out of nothing. You'll gain a positive sense of self. And of course, there are financial rewards.

But it's not easy. Nothing worthwhile is. If David<sup>19</sup> had slain a dwarf instead of a giant, who would have remembered?

### New Words

1. entrepreneur [ˌɒntɹəprəˈnɜː] *n.* [法] 企业家
2. spin [spin] *vt.* 讲(故事等), 编造
3. muse [mjuːz] *n.* 沉思, 默想
4. precept ['priːsept] *n.* 训导, 格言
5. stake [steɪk] *vt.* (有偿地)对……给予经济援助
6. naïve [naɪˈiːv] *a.* 天真的
7. markup ['mɑːkʌp] *n.* 赊账; 涨价
8. mainstream ['meɪnstriːm] *n.* 主流, 极富生命力的部分
9. profile ['prəʊfaɪl] *n.* 轮廓, 概况
10. ego ['egəʊ] *n.* [哲] 自我
11. procrastinator [prəʊˈkræstɪneɪtə] *n.* 拖延者
12. credo ['kriːdəʊ] *n.* [宗] 教义, 信条
13. impetus ['ɪmpɪtəs] *n.* 动力, 动量
14. receptive [rɪˈseptɪv] *a.* 善于接受的; 容纳的
15. brassiere [ˈbræsiə] *n.* [法] 奶罩

16. gook [gu:k] *n.* [美俚] 外国人  
 17. adversity [əd'və:siti] *n.* 逆境, 苦境

## Notes

1. Tennessee Williams 威廉斯·坦内西 (1914— ) 美国重要的剧作家。 *A Streetcar Named Desire* 是他 1947 年所作, 曾获普利策奖。作者在第一段用幽默轻松的口吻写出了自己和坦内西的不同, 那就是, 行驶在新奥尔良的有轨电车 (streetcar) 给了坦内西以灵感, 让他编出了一个充满激情的故事, 而这却使他走上了实业家的道路。
2. to pass out 昏过去, 死
3. Coke 指 CocaCola, 可口可乐饮料。
4. a pint-size John D. Rockefeller pint-size 小的, 小规模。John D. Rockefeller 约翰·戴维森·洛克菲勒 (1839—1937), 美国炼油工业的巨头, 他以谄熟商机又精于敛财而著名。
5. to break even 持平, 不赔不赚
6. to trample my bottom line 打破最低价格
7. to roll the dice with their money 用钱掷骰子, 即拿着钱去闯, 试运气。
8. to put their reputations on the line 不顾名誉。on the line 处于危险状态
9. to buy into 买进, 投资 (股票等)
10. to follow your lead 跟着学, 跟着做
11. a balance sheet 资金平衡表, 此处指总体情况一览表。
12. I make a list of my pluses and minuses. 把自己的优点和缺点列成表用加减号表示出来。
13. ... confronting this in black and white ... 认真面对
14. nine-to-five 指美国人从早上 9 点到下午 5 点的上班时间。
15. few and far between 稀少, 很少



profitable.

- C. They will have no regard for their reputation in order to realize their ideals.
  - D. They tend to do anything that is bad for their reputation.
3. Which of the following is true of the author?
- A. After he acquired the Remington Company, he bought into the Benrus Corporation.
  - B. After talking with some friends and also taking part in a seminar on entrepreneurship, he had the desire of opening a business of his own.
  - C. After 18 years at Lever Brothers and Playtex, he quit his job. Right after this he acquired the Remington Company.
  - D. After acquiring the Remington Company, he benefited a lot from talking with friends and attending a seminar on entrepreneurship.
4. According to the author, which of the following is true of self-confidence?
- A. If you lack self-confidence, you should find some people around you who do have it.
  - B. If you draw a balance sheet of your positives and negatives, you'll find it hard to overcome some of your negatives.
  - C. If you don't believe in yourself, you can't expect others to have belief in you.
  - D. If you lack self-confidence, you'll be robbed of a humorous ego.



5. As to making sacrifices, which of the following is true of an entrepreneur?
- A. In addition to the work hours from nine to five, he should throw himself into his business.
  - B. He works so hard during the weekdays that he deserves a full relaxation at the weekends.
  - C. He should take it for granted that he has a paycheck and other company benefits just like all the employees.
  - D. It's worthwhile if he ignores his spouse and causes his marriage to fall apart.
6. Which of the following is not true of the author?
- A. He thinks it important for an entrepreneur to recognize an opportunity of business.
  - B. He used to think the product of nylon fabric offered by the inventor was useless for his own business.
  - C. He refused to cooperate with the inventor because he didn't trust the qualities of his product.
  - D. He can see the product once offered to him is used everywhere every day.
7. Which of the following is not the reward for an entrepreneur's sacrifices?
- A. He'll be satisfied with the fact that he has created something out of nothing.
  - B. He'll take a positive attitude of himself.
  - C. He'll get financial gains.
  - D. He'll learn that nothing worthwhile is easy to get.