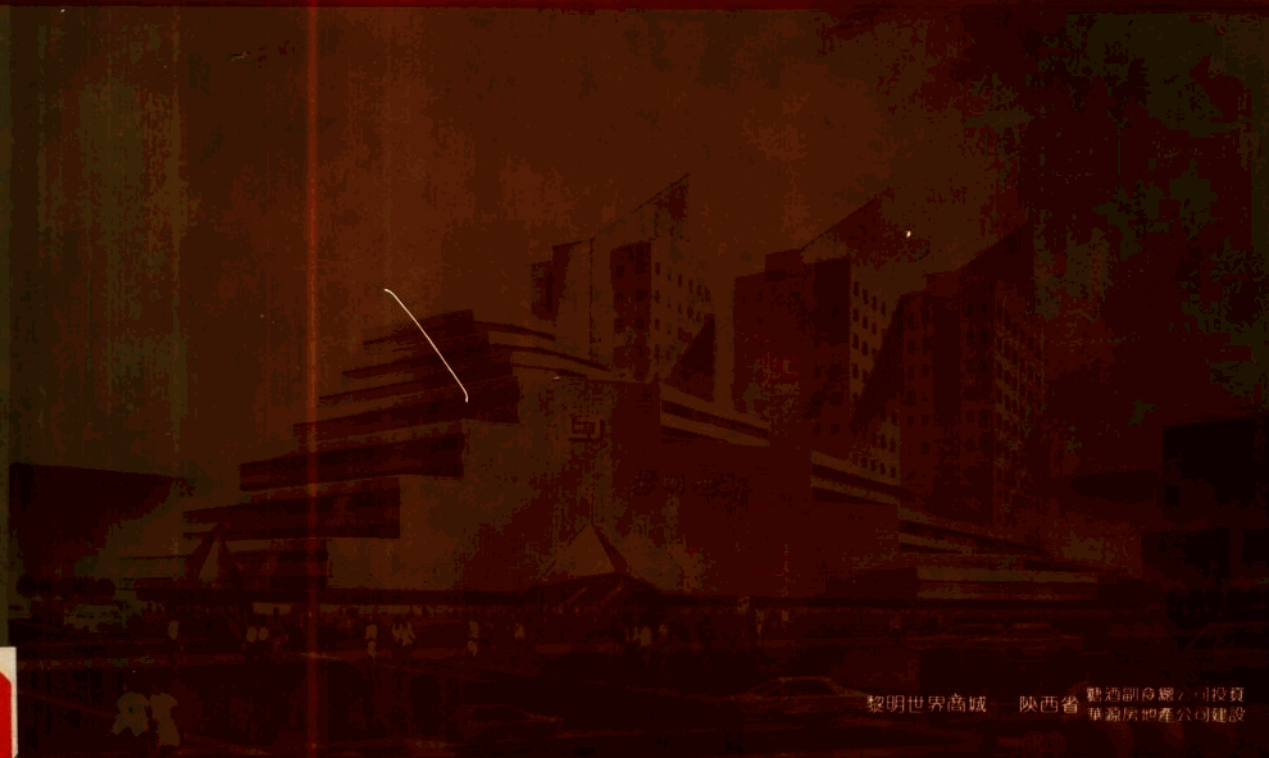


中國當代名商

陝西卷

CHINA'S MODERN FAMOUS BUSINESS

VOLUME · SHAANXI



黎明世界高城 陝西省 點源副總經理公司投資
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《中國當代名商》陝西卷編委會

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的廣大工商企業和企業家
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This book is dedicated to
industrial and commercial enter-
prises and entrepreneurs
endeavoring and striving for the revival
of Shaanxi's economy
and
leaders at different levels and
personages of various circles concerned
about and supporting the soar of
Shaanxi's economy.

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堅持改革開放，
發展社會主義市場經濟。

榮毅仁

1995.1.22.

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安啟元

一九九五年
八月十八日

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Bring into play the leading role of commerce in
economic construction.

序

陳邦柱



我很高興爲《中國當代名商》叢書作序。

長期以來，我國商品流通行業爲促進生產發展、保障生活供應、繁榮消費經濟作出了很大貢獻。特別是黨的十一屆三中全會以來，通過改革開放，商品流通行業有了很大的發展，對國民經濟的影響作用也越來越大。一是流通規模不斷擴大，促進了工農業生產的發展。1994年社會消費品零售總額達到16053億元，社會物資購銷總額達到22980億元。二是流通結構不斷優化，目前全國已經基本形成了“三多一少”的流通格局，並且發展了一大批貿工農、科工貿、產供銷等一體化的經營組織，適應了社會化大生產的需要。三是流通形式不斷增多，活躍了商品市場供應。四是流通服務不斷完善，保證了人民生活生產的需要。總的來說，商品流通行業對社會經濟生活的影響正在日趨增大，在國民經濟中的位置也越來越重要。但是，由於長期以來受“重生產、輕流通”的傳統觀念影響，流通行業一直沒有得到必要的重視和投入，落后於整個國民經濟的發展，特別是在當前建立社會主義市場經濟的過程中，這種差距通過市場反映就更加明顯，並且已對經濟發展產生了一定的滯後作用。所以，重視流通行業，加快流通行業的建設，已是目前擺在我們大家面前一個非常迫切的問題。

中央領導同志不久前明確指出，社會主義市場經濟要真正搞好，解決好流通問題最重要。只要把流通領域的問題從理論到實踐正確地解決了，那麼，有中國特色的社會主義市場經濟模式就基本建成了。這段話非常深刻地闡述了市場經濟條件下搞好流通的重要意義，我們應該從社會、經濟發展和穩定的戰略高度來認識這個問題，並且把它放在應有的重要位置上。首先，要提高對流通地位與作用的認識。在商品經濟條件下，生產與流通是社會再生產兩個不斷重複和更新的經濟運行過程，生產過程形成商品的價值和作用價值，流通過程則是商品價值實現和使用價值代謝的過程，它爲再生產創造必要的條件，所以，“在商品生產中，流通和生產本身一樣必要”（《馬克思恩格斯全集》第二卷，第144頁），這就是馬克思的結論。如果從生產、流通、消費三者動態的總體關係來看，流通作爲聯接生產與消費的中間環節，沒有相應的流通，不僅生產與消費難於實現，連整個經濟也難於正常運轉，其重要性就更加明顯了。因此，我們要全面正確認識流通的地位與作用，努力提高全社會的流通意識。其次，要加快建立現代化的流通產業。目前我國流通產業現代化建設進程緩慢，與整個國民經濟的發展速度是不相適應的。現在全社會生活資料與生產資料的年銷售規模已近4萬億元，且每年仍以兩位數的速度在增長，這就與陳舊落后的流通設施形成了尖銳的矛盾，有的已不堪重負，嚴重製約了經濟的健康發展。在市場經濟條件下，沒有流通的現代化，就沒有國民經濟的現代化，因而盡快製定出符合我國國情的流通產業發展規劃，加強流通產業的現代化進程，應是我們當前和今后經濟發展戰略中的一個重要舉措。再次，要充分發揮國有流通企業的重要作用。這也是由社會主義市場經濟的基本性質所決定的。社會主義市場經濟的內在特征之一就是公有製爲主體，國有流通企業作爲社會主義公有製經濟在流通領域的具體體現，發揮其重要作用也就是必然的。

重視流通就要重視企業。因為企業是市場的法人實體和競爭主體，也是具體承擔商品經營管理的微觀經濟組織，它們在整個國民經濟運行過程中起着非常重要的作用。現在我國流通領域已經有了國有、集體、個體、私營、聯營以及中外合資合作等多種經濟成分的企業，這些企業構成了遍布我國城鄉的多層次、多功能、多類型的商品流通體系，其中國有、集體流通企業在這個體系中仍然起着主導作用。但是，由於傳統計劃經濟體制轉向社會主義市場經濟體制所帶來的不適應性，現已使部分內貿系統企業陷入了經營困境，有的甚至瀕于倒閉的邊緣。但也有一部分企業經過奮力拼搏，在市場經濟的大潮中站住了腳跟，取得了發展，有的更是開拓出了一片嶄新的天地，形成了一定規模的集團企業，發展勢頭令人高興。為了進一步振興內貿企業，加快企業的發展步伐，目前我們正在採取“改革、改組、改造”的方式，來壯大大的，發展中的，搞活小的，使整個流通企業的組織機構更適應市場經濟發展的需要。壯大大的，就是要以國有流通企業為主體，通過投資、股份、聯營、合作等多種資產紐帶關係，向生產、金融、外貿、科技、運輸等領域延伸，建立跨地區、跨部門、跨所有制甚至到跨國界的集團企業、綜合社；發展中的，就是要通過合資合作、聯購聯銷、投資兼並等更加靈活的方式，走集團化、一體化、連鎖化的路子；搞活小的，就是要採取連鎖經營、股份合作的形式，把衆多的小型企業聯合起，發展規模化經營，逐步走出經營困境。同時，我們還要實施建立“名牌企業”戰略，爭取在今後一個時期內，創造出一批具良好國內、國際聲譽的名牌流通企業。現在國內已經有一些很好的企業，《中國當代名商》叢書中也有一些企業名聲在外，牌子很響，它們都在朝這方面發展。我們建立的名牌企業，不僅要規模大，效益好，而且要有特色，有信譽，服務方面是一流的。建立名牌企業，除了其它方面的因素外，關鍵一是要有一個好的領導班子，能夠同心同德，帶領大家去開拓發展；二是要有一個好的企業機制，使企業能夠真正適應市場經濟的需要；三是要有一個好的發展思路，能夠結合市場特點和企業狀況建立起行之有效的發展戰略；四是要有一支好的員工隊伍，善經營，懂技術，會管理。

重視企業更要重視人才。經濟發展快慢關鍵在人才，企業成功與否關鍵也在人才，在某種程度講，市場競爭就是人才的競爭。一個小型企業如果選才得當，可能在一定時期內，就會蓬勃興起，一舉而名揚天下；一個大型企業倘若用人失誤，可能在一定時期內，就會陷入困境，一下而瀕臨倒閉，這種例子已在國內外屢見不鮮。改革開放以來，我國流通領域也出現了一批名經理、名老板，他們在開拓市場、搞活經營、發展流通方面已經取得了可喜的成績。今後我們還要積極創造條件，培養一支名企業家隊伍，並且要通過各種媒介來宣傳他們，鼓勵他們，使他們能夠在良好的社會環境中更好地發揮作用。在這方面，《中國當代名商》編輯部已經開了一個好頭，今後還要發揚下去。建立名企業家隊伍，不僅是培養人才，而且也是經濟體制改革的一項重要內容。因為發展市場經濟需要企業家，需要一大批企業家來調控經濟、管理企業、組織經營，他們的作用是其他人所不能替代的。同時，這也是今後建立現代化型流通企業，開拓國內外市場所需要的。因此，當前我們要製定政策，創造條件，為企業家的發展建立一個良好的社會環境，並且為他們的健康成長提供廣闊的實踐舞台，使他們能夠盡快地成為中國當代名商。

（本文作者系中華人民共和國國內貿易部部長）

Foreword

By Chen Bangzhu

It's my great pleasure to write a foreword for the "Contemporary Famous Chinese Merchants" Series.

For a long time, China's commodity circulation industry has been contributing to the promotion of production development, guaranteeing daily necessities supply and prospering consumption economy. It has dramatically developed and is playing an increasingly influential role in the national economy, particularly since 1979 when the country initiated its reform and opening up to the outside. Its exploits can be felt in four aspects. In the first place, it is illustrated by the ever-growing expansion of the circulation scale, which has promoted the growth of industrial and agricultural production. The year of 1994 saw the retail value of social consumption goods total 1,605.3 billion yuan (\$193.4 billion) and the social materials purchase and selling total 2,298 billion yuan (\$276.9 billion). The second is illustrated by the incessant optimization of circulation structure. By now, a circulation structure of "poly-3 plus mini-1" has taken shape in the country and a large number of complex business organizations integrating trade, industry and agriculture, or integrating sci-tech, industry and trade, or integrating production supply and selling have been developed, which has thus met the needs of the large-scale socialized production. The third is the increase in the number of ways of circulation which has excited the supply in commodity markets. The last aspect is felt in the continuous perfection of circulation service, which has guaranteed the daily needs of people's living and production. In general, commodity circulation industry is having its effect increasingly felt in social economic life and has an increasingly significant place in the national economy. However, long confined by the traditional canon that "Production is more important than circulation", the industry has never enjoyed the accent and investment it deserves, resulting in its lagging behind the progress of the whole national economy. This gap is more conspicuous in the market in today's establishment of a socialist market economy. Moreover, this dawdling has, to some extent, curbed the economic growth of the country. Therefore, it is imminent for us all to attach great importance to the circulation industry and speed up its construction.

Recently, leading comrades of the central authorities have explicitly pointed out that nothing can be more important than to solve the problem of circulation for the substantial growth of the socialist market economy. Only by properly solving the problems in the field of circulation both in practice and theory can a socialist market economic pattern with Chinese characteristics be formed. This instruction has expounded profoundly the significance of circulation in market economy. We should understand the problem in the strategic light of China's social and economic development and stability and attach appropriate importance to it. In the first place, we should fully appreciate the position and role of circulation. In commodity economy, production and circulation are two constantly repeating and changing economic operation processes in social reproduction. The production process constitutes value and use value of commodities whereas the circulation process constitutes the process in which the value of commodity is realized and its use value metabolizes. The latter process creates necessity for reproduction. Therefore, Karl Marx, the famous German theorist, concludes, "In commodity production, circulation is as essential as production itself." In the light of the overall relationship between production, circulation and consumption, circulation is a link between production and consumption. Without relevant circulation, there would be no production or consumption nor even the normal running of the whole economy. From this we can perceive the obvious importance of circulation. So, we must understand the position and role of circulation in a correct and all-around way, trying to heighten the circulation awareness of the whole society. Second, a modernized circulation industry has to be established as soon as possible. Nowadays, the modernization of China's circulation industry advances at a deplorable speed, which is slower than the development of the whole national economy. China's annual sales value of living and production materials has reached 4,000 billion yuan (\$482 billion) and keeps growing at two-digit numbers annually. Such brisk increase has posed sharp challenges to the out-dated circulation facilities, some of which can no longer bear such a heavy pressure. Thus the healthy development of economy is severely impeded. In market economy, there will be no modernization of the national economy without a modernized circulation. Hence comes the necessity for us to make out a blueprint for the development of China's circulation industry which tallies with the national conditions, and quicken the modernization of our circulation industry. This will be an important move in our current and future economic development strategy. Third, a full play must be given to the significant role of state-owned circulation enterprises, which is also decreed by basic traits of socialist market economy. One of the inner traits of socialist market economy is that public ownership serves as the main part. State-owned circulation enterprises, as a specific reflection of socialist public-owned economy in the field of circulation, should inevitably play and are playing an important role.

To attach great importance to circulation, it is necessary to attach great importance to enter-

prises at first. Enterprises comprise legal entities and the main body of competition in markets and also micro-economic organizations responsible for the management of commodity business. They play an indispensable role in the operation process of the whole national economy. By now China's circulation field is composed of a great variety of economic component enterprises such as state-owned, collective, individual, private, integrated, and Sino-foreign joint ventures and so on. They have formed a commodity circulation system of many levels, functions and kinds spreading all over our rural and urban areas. Of them, state-owned and collective ones play the leading role in the system. Nevertheless, due to the drastic changes brought about by the transition from socialist planned economic system to socialist market economic system, some internal trade enterprises are caught in difficult business situation while some even are on the brink of bankruptcy. There are some enterprises which, after strenuous efforts, have taken a strong foothold in the great tide of market economy and prospered. Some have even expanded and formed group enterprises of a considerable scale, showing a welcome momentum. In order to further rejuvenate internal trade enterprises and step up their development, we are now taking a strategy of "reforming, regrouping and transforming", which is expected to expand the large, develop the medium and activate the small, and to make the organization structure of circulation enterprises to meet the needs of market economic development. "To expand the large" means to take state-owned circulation enterprises as the main body and, by investment, finance, foreign trade, joint venture and various capital cooperations, to expand them into fields such as production, finance, foreign trade, science and technology and transportation. It also means to set up trans-district, trans-sectional and trans-ownership and even trans-national group enterprises and comprehensive firms. "To develop the medium" means to take the road of group enterprise, economic integration and chaining by more flexible means of joint venture, cooperation, combined purchase and selling and investment conglomeration. By "activate the small" we mean to combine small businesses in the form of share-holding and chain business, and to develop business on a large scale and gradually lead them out of their business dilemma. In the meantime, we will adopt a strategy of putting up some "brand name enterprises". In the near future, a group of circulation enterprises enjoying great reputation both at home and abroad will be built. In China, there are indeed some successful enterprises, some of which are publicized in the "Contemporary Famous Chinese Merchants" Series. These enterprises spare no effort in striving towards such a bearing. The brand name enterprises we expect should not only have a large scale and enjoy good profits but also have their own specific characteristics and high reputation as well as first-class service. In addition to some other factors, the first key is to have a talented and united leading group who can lead its staff to pioneer and develop. The second key is to have a rational enterprise system which can enable the enterprise to meet changeable needs of market economy. The third key is to develop a scientific and practicable development thought which combines specific traits of market with the status quo of the enterprise; and the last key is to cultivate a highly efficient workforce good at business and management.

To attach great importance to enterprises means to do so to their talented people. The key to the speed of economic development depends on talented people. The success of an enterprise also depends on talented people. To a certain degree, market competition is a competition for talented people. A small business can prosper and become known world wide nearly overnight if it has chosen and appointed a suitable and talented leader. A big enterprise can falter before you realize it if it has chosen a good-for-nothing for itself. This kind of phenomenon is a matter of common occurrence both at home and abroad. Since China's reform and opening up to the outside world, in the field of circulation in China, a contingent of well-known managers and bosses have arisen. They have been successful in exploring markets, enlivening business and developing circulation. From now on, we will actively create conditions for the cultivation of a contingent of well-known entrepreneurs. We will utilize various mass media to publicize them and encourage them. In such a favourable environment, we hope they will be enabled to play a better role. In this respect, editors of the "Contemporary Famous Chinese Merchants" Series have made a good beginning. We hope they will continue this work. The establishment of a contingent of famous entrepreneurs is not only to cultivate talented entrepreneurs but also is an essential part of the economic restructuring. The development of market economy can't do without entrepreneurs who control and readjust economy, manage enterprises and organize business, and whose role is irreplaceable. Besides, it is also what we need in our future establishment of modern circulation enterprises and exploration of markets at home and abroad. Therefore, we must formulate policies and create conditions and social environment in favour of their healthy growth and provide broad space for them to practise and play their role. So that they can rapidly grow into contemporary famous Chinese merchants.

Minister of Internal Trade of the State Council
People's Republic of China

三秦振興，得望于千萬個名商

——代《中國當代名商》陝西卷序言

王雙錫



中國的改革開放已經走過了16個年頭。16年的改革開放，使陝西這片古老而又廣袤的土地發生了亙古未有的變化。

在這些變化中，特別令人欣喜的是，一大批堅持改革、勇于開拓、富有創新精神的企業和企業家脫穎而出。

中國企業家隊伍，是伴隨著社會主義商品經濟的發展、經濟體制和企業經營機製改革而形成的。以往，在高度集中的指令性計劃為特征的產品經濟條件下，企業是政府的附屬物，而經理廠長們不過是政府派出的一級行政官員，他們和企業一樣要聽命于幾乎無所不包的指令性計劃。改革，給企業和企業家提供了舞台，商品經濟的大潮，使他們中的智者和勇士成為時代的弄潮兒，成為優秀的企業家。他們在改革中堅持兩個文明一齊抓，積極推行現代化管理，推進科技進步和質量意識。從而使企業信譽提高，產品市場擴大，效益日益劇增，給國家的貢獻越來越多。

改革開放的深入，使人們的觀念在更新在變化。那些自古被命為“老板”、“掌柜”、“作坊主”等不屑名字的商人，如今被人們給予了“企業家”的桂冠。他們在改革和發展經濟實踐中所做的突出成績，使人們深深認識到新興的企業家是國家四個現代化建設的棟梁，是中華民族走向富強繁榮的希望……這標誌著這些物資財富的創造者，終于被社會承認，被人們所理解。他們的業績不僅是本人的光榮，也是陝西人民的驕傲。于是，弘揚、宣傳、展示企業家的風采，就很有必要。陝西地處內陸，改革開放以來，經濟雖然得到較快的發展，也涌現出了許多優秀企業和企業家，但由于宣傳不夠，在全國和國際上有影響的還不多，所以對陝西來說，向外宣傳介紹本省的名商就顯得更為重要。現代的商人，從廣義上講包括從事商品流通和商品生產兩個方面。《中國當代名商》叢書陝西卷這本書，就是用精煉舒暢的文字，為曾經和正在對陝西經濟建設做出突出貢獻的企業和企業家樹碑立傳。它的出版發行，必將激勵更多的人投身到四化建設中來。這是一件富有意義的事情。

由于受客觀條件的限制，這本書可能有這樣那樣的不足，有一些應該入選的企業或企業家沒有入選，即使已入選的，也不一定寫得那麼準確和豐滿。然而，編輯出版者的膽識令人敬佩，撰稿人的成績亦十分可觀。開卷有益，翻閱這本書，讀者一定會從三秦企業和企業家的創業開拓精神中得到啟示和鼓舞。從這個意義上講，這本書為增進海內外對陝西經濟的了解，促進陝西經濟走向全國，走向世界，架設了一座橋梁。

我們的時代是改革的時代，改革需要企業家，也能造就企業家。社會生產力的解放，歸根到底是人的全面解放。千萬個名商的成長，就意味著改革大業的成功。

四化建設，呼喚著千萬個真正的名商。

三秦振興，得望于千萬個真正的名商。

（本文作者系陝西省副省長）

Preface: Shaanxi's Rejuvenation Counts on Its Famous Merchants

By Wang Shuangxi

It is 16 years since China began its reforming and opening up to the outside world. The sixteen years of reforming have brought about unequalled changes to Shaanxi, this vast and ancient piece of land.

Of these changes, the most gratifying one is that a large number of enterprises and eative entrepreneurs who spares no effort in reforming and pioneering have arisen.

The Chinese legion of entrepreneurs has taken its shape with the development of socialist commodity economy and the reforming of economic structure and enterprise operating mechanism. In the past, in the product economy characterized by highly centralized directive plans, an enterprise was nothing more than a subsidiary of the government and managers or directors were nothing but administrative officials appointed by the government. They had to obey those almost all-encompassing directive plans. Reforming has provided enterprises and entrepreneurs with a stage to give full play to their initiatives and creativity. The great tide of commodity economy has turned the brave and brilliant ones of them into surfers of the times and exquisite entrepreneurs. In the reforming, they persist in the building of two civilizations and actively promote modern management and champion the awareness of technological progress and quality. These have enhanced prestige of their enterprises, expansion of their market, ever-increasing economic benefits and contributions to the State.

With the deepening of reforming and opening up, people keep renewing their concepts. In the past, merchants were labelled as "boss", "shopkeeper". Today, they are awarded the laurel of "entrepreneur". Their outstanding contributions in the reform and economic development has made people perceive the rising entrepreneurs as the pillars of the four modernizations of the State and the hope of a rich, prosperous and strong Chinese nation. This indicates that these creators of material wealth have been accepted and understood by our society and people. Their achievements are not only taken pride in by themselves but also by the people of Shaanxi Province. Accordingly, it is of great necessity and importance to publicize and exhibit their graceful bearing. Since the reforming and opening up to the outside world, Shaanxi, an inland province, has achieved great progress in its economy and a plenty of excellent enterprises and entrepreneurs have arisen. However, due to meagre publicity, they are far from being nationally famous and world famous. Therefore, it seems to be of greater importance to publicize and recommend famous merchants and firms of our province. "Modern merchants", in a broad sense, refers to those who are engaged in commodity circulation and production. In precise words, "Shaanxi Volume", "Contemporary Famous Chinese Merchants" is a set of biographies aimed at building up the public image of enterprises and entrepreneurs who have made and are making prominent contributions to the economic construction of Shaanxi Province. The coming off of this book is sure to encourage more and more people of insight to plunge into the construction of the four modernizations. Isn't it a noble and notable thing to do?

For the limits set by objective conditions, there might be some defects in the book. For example, some who should have been entered are not entered whereas those have entered are not necessarily described fully true to life. However, the courage and insight of its editors are admirable and the work of the writers is also marvellous. A Chinese saying goes "Reading is always worth doing." Reading this volume of book, its readers will undoubtedly be inspired and encouraged by the tenacious pioneering spirit of Shaanxi enterprises and entrepreneurs. In this sense, the book has built a bridge for the overseas knowledge of Shaanxi's economy, promotion of the Shaanxi economy's advance toward the whole country and the outside world.

Our's is a time of reforming. Reform needs entrepreneurs and can cultivate entrepreneurs. The liberation of social productivity is, in the final analysis, an overall liberation of human beings. The rise of thousands of famous merchants betokens the triumph of the great cause of reforming.

China's four modernizations call on thousands of real famous merchants.
Shaanxi's rejuvenation counts on thousands of real famous merchants.

Wang Shuangxi, Vice-Governor of Shaanxi Province.