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心时代

一个情感化的世界及其经济图景

曹世潮 著



心生活、心经济、心时代，
把握心生活的规则，
捕捉心经济的成功机遇

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前言

一个新世界正在诞生

许多人已经觉察到：一个旧世界正在悄然离去，而一个情感和心灵生活的世界正在全面展开。环境、需要和文化始终在变，这三者有时互为主导，有时相互关联。20 世纪我们目睹的最大变化发生在环境方面。在人类文明过去的几千年里，根本性的变化主要发生在人类所面对的环境，其中自然环境、社会环境和国际环境的变化又最为剧烈。一个自然的世界也已经被建设为一个人造的世界。这一变化之巨大，超越了每一代富有想像力的预言家的预言，超越了人类全部的想像。

21 世纪，人类需要正在发生着全新的变化，即：人们的需要正在由物质向精神转移。在物质已经充满这个世界时，人类有欲望也有条件去索取情感和精神产品。这一变化将远比环境变化更为深刻和巨大，只是因为它发生在人们的心里，所以我们对它缺乏知觉。但这种颠覆性的变化确实已经开始发生，并正在改变这个星球的发展方向，改变民族、国家、地区 and 个人的命运，重塑着国际形势。我们应该平心静气地倾听一个全新世界在人们心中诞生时的心跳，你虽然看不见，但你一定感受到了一些征兆、一些符号、一些样式、一些场景和一些新的规律。

一种巨变正在发生。如果我们深入探索今天人们需要些什

么、生产些什么、消费倾向在哪里、其价值凝聚又在哪里，我们会发现，这些需要、产品、消费和价值与过去全然不同。它们大部分都落实到观念和方式上，落实在文化上，我们发现生活、工作、社会的目的和意义都发生了变化，心时代到来了！

我们曾经生活在物质需求超越精神需求的时代，现在这两者却是反向超越：曾经是物质胜于精神，现在是精神正在胜过物质。这一变化扩散到了各个方面、各个层面：在价值观上，出现了虚胜于实，内在胜于外在，无形胜于有形，意味胜于内容，文化胜于知识的趋势；在思维方式上，出现了速度胜于深刻，感觉胜于认知，灵感胜于思考，综合胜于分析的趋势；在工作上，出现了创新和设计胜于制造，个性胜于管理，网络胜于组织，意义胜于劳动的趋势；在市场上，出现了认同胜于价值，价值胜于价格，个性胜于普遍，格调胜于金钱的趋势。一些物质生活所必需的东西仍然存在，并成为生活的基底；一些与精神生活相关联的观念和方式出现了，并且成为人类需要和社会发展的主流和方式。这种趋势正在彻底改变我们这个世界，一个新世界正在脱颖而出。

追溯这一系列变化的源头，我们立刻会发现，它们源于人类需求的变化。在许多国家、地区和文化族群里，人们的心理和精神需求增长了，很多人出现了心理和精神的饥渴，更多的人正在如饥似渴地寻找着文化的满足。我们把人们经由制造产生物质，以使自己的身体（生理）得到满足的那个时代，称之为身时代，相应的，把人们对意味和样式的需求，以满足自己的心理和精神需要的这个时代，称之为心时代。身时代的满足是酒足饭饱，心时代的满足是心满意足。这是两种境界。

今天，人们绝大部分的钱用在了精神消费上。一个富有的人

在温饱方面的开销，可能是其总收入的 5% ~ 20%，甚至更少，其支出的 80% 用在了心理和精神消费，即用来学习、旅游、休闲、交际、健美和娱乐等等；大约又有 80% 价值相对高昂的产品，其 80% 的价值也源于它对人们的心理、精神的满足，如一套时装，它的价格是 5,000 美金，其中 80% 的价值源于品味、品牌、色彩、款式和由此而表现出的气质、地位、身份、个性、经典或时尚，以及人们对这些意味的普遍的认同。2015 年，将有 50% 以上的人，用 50% 以上的时间将 50% 以上的钱用于休闲，人们希望借此可以使心灵获得安逸和愉悦。如果包括其他类似的消费，我们完全可以断定，到 2030 年，心灵的需求将成为人类最大的需求，心灵消费将成为人类消费的主流，满足这一需求的经济——“心经济”将成为全球最大的经济主体。

今天，许多人为“意味”付钱，“意味”的价值在许多方面超过了物质：劳力士意味着“成功”，为了这成功的“意味”，消费者要多付出数十万元人民币；奥林匹克意味着荣誉，多少民族、国家、个人在那里前赴后继，全力奋斗，而且不计成本；全世界大部分信徒，为了他们所信仰的宗教意味，毕生依教规生存着、生活着，如此终其一生……

今天，人们的消费日趋主观化。文化产品的消费是主观的，只是一种感受而已，人们为感受付钱，不是为消费付钱，音乐为听而付钱，香水为闻而付钱，电影为看而付钱；文化产品的价值也是主观的，你相信就有价值，就会顶礼膜拜，大把掏钱。你觉得值，就有价值；你觉得一文不值，就一文不值。为一幅画有人会掏出 3,000 万美金；有人对此不屑一顾。一场音乐会听下来，毫无感觉，那就一文不值。

过去，曾经是包袱和障碍的古老的历史、复杂的地貌、传统

的文化，今天，已经成为最大的产业资源。越是古老的东西越有价值，越是自然的东西越有价值，越是独具的文化越有价值。悠远的历史是人们向往的理由之一，复杂的地理地貌吸引了越来越多的游客，异样的心经济资源非传统文化莫属。过去，我们的发展求助于创新；将来，我们的发展还将求助于传统，世界文化遗产正在显示出巨大的文化价值和市场价值。

过去，我们曾经依靠知识、技能和辛勤的工作来求得发展，今天我们可能会依靠觉悟、性情和尽情的“玩耍”去求得发展。从演员、旅行家、摄影师、茶道大师、节目主持人，服装设计师、剪纸艺人、编竹器的工匠到奥林匹克运动开幕式的总导演，都会有他们发展的一席之地，并且玩成世界级的大师，玩成大富豪。与制造业抑制人性的特质所不同的是，心经济使人的个性、率性、尽性成为每个人发展的资源，或为核心竞争力。

物质的生产和满足依然存在，因为它关系到我们的生存和生活的必需，不过它将从我们所热切关注的视野中退出，成为一种“自然”的状态。财富也将被人们淡忘，甚至视如敝帚。心灵的生活开始了，它会成为我们生活的焦点和生活质量的标准。很快，我们的文化会发生变化：你的生命将因你的经历而丰富，你的发展将因你丰富的情感和精神洗练而使你成为完全的人，你将因你的个性而成为某一族群的人，也将因你的品味和格调而进入某一阶层。

过去，在赤道两侧 3,000 公里以内，我们没有发展出一个由制造而实现现代化的国家；今天，我们将逐步看到因为意味的创作和表现，一系列的现代化国家将在赤道以内 3,000 公里的范围里产生。因为北方的民族文化特别擅长于制造物质，而南方的民族文化特别擅长于创作意味。物质制造在北欧最为发达；而意味

创作在南欧、南、北美、东南亚最为擅长，我们只要打开世界文化遗产分布图，就能看到这一点。这个世界的需求已经发生了变化，紧随需求的经济会发生变化，紧随经济的能力会发生变化，紧随这种能力的文化圈、民族、国家、地区、公司及个人也会发生变化。世界文化和经济版图将发生巨变，这是可以预言的。

21 世纪，最根本的变化就是人类需求的变化，它促使环境和文化随之演变，大部分变化也因此而全面展开，我们会看着它发生。一个自然的物质的世界存在着，一个动物的（人类是高级的灵长类动物）世界存在着，一个心灵的世界生长着，并将主导这个世界，心时代标志着人类意义上的生活的真正开始。人的生理、心理、精神生活都将趋向得到全面而充分地满足。这就是我想说的。在以后的各章里你可以感受到这些。

PREFACE

A NEW WORLD IS EMERGING

Many have noticed that an old world is quietly slipping away while a world of feelings and mental life is unfolding. The environment, needs and culture are always changing. These three sometimes change around with one dominating the others and sometimes they are interrelated. The greatest change we saw in the 20th century was in the environment. In the past thousands of years of mankind's civilization, the fundamental change took place mainly in the environment faced by man. In the midst of changes, the most radical were in the natural environment, social environment and international environment. A natural world has been replaced by a man-made world. This change is so tremendous that it has exceeded the prediction of any generation of prophets with rich imagination and exceeded the entire imagination of mankind.

In the 21st century, new changes are taking place in man's needs, that is, people's needs are transferring from the material towards the spiritual. When the world is abundant with material, mankind's desires are channeled to pursuing products of feelings and spirit. This change is far more profound and greater than environmental changes. Since this change will only take place in people's hearts, we are not aware of it. Yet, this kind of overwhelming change has actually taken place and is changing the orientation of development on our globe. It will change the

fate of nations, countries, regions and individuals and remold the international situation. We should calmly listen to the palpitation of a completely new world in the hearts of people. Though you cannot see it, you will be impressed with some symptoms, some symbols, some patterns, some scenes and some new laws.

A tremendous change is taking place. If we explore into the needs and wants of people, into what is being produced and the tendency of consumption, where the values are concentrated, we will discover that these needs and wants, products, consumption and value will be completely different from what they were in the past; that they are mainly found in ideas and ways, in culture. We will realize that changes have taken place in the aim and significance of life, work and society; an age of heart is coming into being.

We have lived in the age of material demand transcending spiritual demand. Now, these two are reversed. It has been a time when material transcended spirit, but, now, spirit is transcending material. This change is extending to all aspects, at all levels. In values, there is the tendency of ideology transcending practice, the inherent transcending the external; the intangible transcending the tangible, significance transcending contents, and culture transcending knowledge. In the mode of thinking, there is the tendency of speed surpassing profoundness, feeling surpassing acknowledgment, inspiration surpassing thinking, and synthesis surpassing analysis. In work, there is the tendency of innovation and design surpassing manufacture, individuality surpassing administration, network surpassing organization, and significance surpassing labor. In market, there is the tendency of recognition and acceptance transcending value, value transcending price, individuality transcending universality, and style transcending money. Things necessary for the material life still exist and are the bases for living. while some ideas and

ways related to the mental life have come into being and are becoming the main stream and mode of mankind's needs and social development. These tendencies are fundamentally changing the present world of ours and a new world is emerging. Going back to the source of these changes, we will at once discover that they have originated from the change of mankind's demands. In many countries, regions and cultural communities, people's mental and psychological demands are growing. Many have shown their mental and psychological thirst; many more are thirsting for cultural satisfaction. We call the age wherein people gained bodily and physiological satisfaction through manufacture and production of material the age of body, while the age wherein people gain mental and psychological satisfaction through the demand for significance and style the age of heart. The satisfaction in the age of body is to have enough food and drink, while the satisfaction in the age of heart is to have full content to one's heart. These are two different realms.

Today, the greater part of people's money is spent on spiritual consumption. A rich person's expenditure for food and clothing is probably 5% – 20% of his total income, may even be less. 80% of his expenditure is on mental and psychological consumption, spent in study, travel, leisure, social intercourse, gymnastics and entertainment. 80% of the value of about 80% of the expensive products come from people's mental and psychological satisfaction. For example, 80% of the value of a suit of fashionable clothing at a cost of USD51,000 is based on its taste, brand, color, and style by which quality, position, status, individuality, classic and fashion are manifested and which are universally recognized and accepted by people at large. By 2015, 50% of the people will spend 50% of their time and money for leisure, with which they hope to gain mental comfort and pleasure. If we include all the other kinds of consumption we may easily conclude that by 2030 the

mental demand will be the greatest demand of mankind, the mental consumption will be mankind's main consumption. The economy to satisfy this demand – the “Heart Economy” will be the principal economic body on the globe.

Nowadays, many people are ready to pay for “significance” . The value of “significance” has in many aspects surpassed the material: The Rolex signifies “success” . For the “significance” of success consumers have to pay several hundred thousand yuan more. The Olympics signify “honor” . Many nations, countries, individuals are striving at their utmost for it, advancing wave upon wave, paying no attention to cost. The majority of religious believers in the world live all their lives following the religious canons and adhering to their religious belief; they subsist and live on and on till the end of their lives . . .

Today, people's consumption is inclined to be subjective. The consumption of cultural products is subjective. It is only an experience. People pay for the experience and not for the consumption. They pay for listening to music; they pay for smelling the perfume; they pay for watching the movie. The value of cultural products is subjective. When you believe it, it is valuable and you will worship it; you spend a lot of money for it and you think it is worthwhile, then it has value. If you think it valueless, then it is worthless. Some people are ready to pay 310 million US dollars for a painting while others are indifferent. If you don't have any feelings after you have listened to a concert, then the concert is worthless.

In the past, the ancient history, the complex topography, and the traditional cultures, all once considered as a burden and an obstacle, have now, today, become the greatest industrial resources. The older the things are, the more valuable; the more natural, the more valuable, the more unique the culture, the more valuable it is. The far – distance

of history is one of the reasons for people to yearn for. The complexity of the topography is attracting more and more tourists. The unique resources of the heart economy are only drawn from the traditional culture. In the past, we relied our development on innovation; in the future, our development will rely on tradition. The world's cultural heritage is manifesting tremendous cultural value and market value.

In the past, we relied on knowledge, skill and hard work to achieve development. Today, we may have to rely on consciousness, temperament and “play” to one’s heart’s content for achieving development. From actors, travelers, photographers, tea ceremony masters, telecasters, fashion designers, paper – cutting artists, bamboo – weaving artisans to chief conductors of opening ceremonies of the Olympic Games all have their room for development. They play on and on and become masters and magnates. Different from the characteristic of restraining human nature in the manufacturing industry, the heart economy enables a person’s individuality, straightforwardness and full demonstration become the resources of his development or the nucleus competitive power.

The production and satisfaction of material still exist, because they are the necessity of our subsistence and living but they will gradually fade out from our vision for attention and become a “natural” status. Fortune will also fade out from people’s attention, even to be regarded as junk. A mental life of the heart will begin. It will become the focus of our lives and the standard of our living quality. Very soon change in our culture will take place; your life will be enriched by your experience; your development will enable you to become a perfect person through the spiritual tempering and your rich feelings. Your individuality will enable you to become a member of a certain group of people and usher you into a certain stratum with your taste and style.

In the past, there has never been within a territory of 3,000 km around the Equator a country modernized through the manufacturing industry. Today, we will gradually see a number of modernized countries arise within the range of 3000 km around the Equator because of their significant creation and behavior. The northern national culture is capable of manufacturing material while the southern national culture is specially capable of creative significance. The manufacture of material is most developed in northern Europe, while the creation of significance is most outstanding in southern Europe, south and north Americas, and southeast Asia. If we look up the world's map of the distribution of cultural heritage, we can clearly see this. The demand in this world is changing. The economy following the change in demand will change, so will the capability following the economy. Following this capability the cultural circles, nations, countries, regions, companies and individuals will also change. We can foretell that tremendous changes will take place in the world's cultural and economic domain. In the 21st century the most fundamental change is mankind's change in demand. It will promote the evolution of the environment and culture, the greater part of which will unfold herefrom. We will see that this will happen. A natural material world will exist, an animal (human being is the highest class of primates) world will exist, a mental world is emerging and will dominate the world. The age of heart will mark the real beginning of mankind's significant life. Man's physiology, psychology and mental life will tend to be universally and fully satisfied. This is what I want to express. You will realize this in the latter chapters.

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