

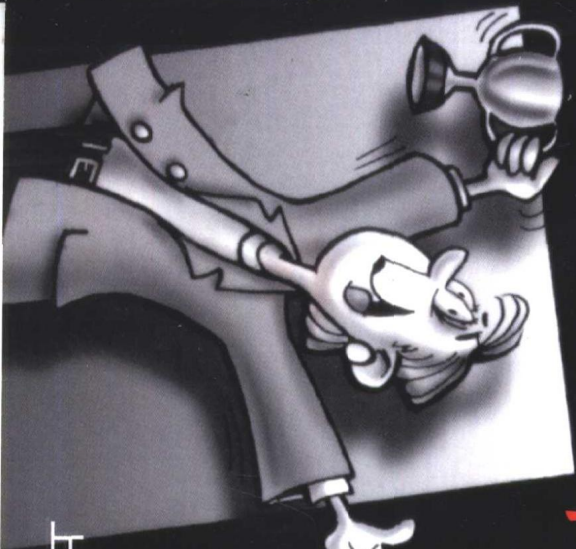
英汉对照管理袖珍手册

# 个人成功

本书中的各种技巧  
和工具帮你实现自我对  
成功的定义，充实你的  
人生

Paul Hayden 著  
杨 鹏 译

上海交通大学出版社



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## FOREWORD

**By Peter Thomson**

**UK's leading corporate and personal development strategist**

Paul Hayden has done it again!

In this brilliant book of self-discovery Paul explains the basic truths behind personal success. His thought-provoking and challenging ideas on every page prompt you to re-examine your beliefs, your values and your actions. Packed from cover to cover with common sense and usable ideas, this latest offering from Paul Hayden is a must for anyone who is interested in increasing their success.

From planning to persistence. From motivation to goal setting. From managing change to a proven success toolkit. Paul puts his ideas in such a clear, concise way that anyone can use them to achieve their goals.

As you read through this apparently simple, though deeply thought out, book you will easily be persuaded to re-examine your life, re-visit your goals and determine to take those actions which will see you achieve your heart's desires. Only read this now if you really wish to experience the joy of personal success.

*Every person is a self-made person, but only the  
successful ones admit it*

## 序言

彼得·汤姆森  
英国杰出的公司和个人发展策划人

保罗·海登的又一力作！

保罗在这本关于自我发掘的杰作中阐释了个人成功的基本道理。他的那些发人深思、催人奋进的思想在书中比比皆是，促使你重新审视你的信念、你的价值观和你的行为。贯穿于本书的常识和实用思想，使得保罗·海登的这本新作成为任何有志于进取的人的必备之物。

从制定计划到持之以恒，从激发兴趣到目标设定，从设法改变到一个行之有效的成功工具箱，保罗表达思想的方式是如此的清晰简洁，任何人都能凭借这些思想去追求成功。

当你阅读这本深入浅出的小册子时，你会很容易被说服去重新检查自己的生活，重新审视自己的目标，并下定决心去采取那些确能使你如愿以偿的行动。如果你真的渴望体验个人成功的欢乐的话，那么现在就读读这本书吧。

每个人都是自己塑造的人，但只有成功者真正明白这一点

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我们所面临的任何事情都不如我们对它的态度来得重要,

因为态度决定着我们的成败

罗曼·文森特·皮尔

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*Any fact facing us is not as important as our attitude toward it, for that determines our success or failure*

**Norman Vincent Peale**



INTRODUCTION

导 论

## INTRODUCTION

# KNOWING WHAT YOU WANT



Have you ever wondered what separates successful people from others?

Successful people have taken time to think about and define what they want in their lives.

Many people find they are too busy to think about what they are doing and why. They do not have the time to stop and think about what really matters to them. Others hide under a cloud of doubt and disappointment which leads to a lack of ambition.

Everybody has the talent to achieve their own definition of success; few have the discipline to achieve it.

Success does not mean having lots of money, although that is often how we measure it.

Consider the following, for example ...



②

*The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will*

**Vincent T. Lombardi**

号论

## 明确你的意愿



你有没有想过是什么使成功者区别于其他人？

成功者花时间去思考他们这一生渴望什么并把它们确定下来。

许多人发现他们忙得没时间去想自己所忙何事、所为何物。他们没时间停下来想想究竟什么才是真正重要的。另一些人则躲在疑虑和失望的阴云之后，这使他们的雄心壮志荡然无存。

每个人都拥有获取他们所向往的某种成功的天赋；极少人拥有获取成功的行动准则。

成功并不意味着得到大把大把的钱，尽管那通常是我们衡量成功的方式。比如，想想下面这段话……



成功者和其他人的区别不在于力量，也不在于知识，而在于志向

文森特·T·隆巴尔多

③

## INTRODUCTION



*To laugh often and much;*

*to win the respect of intelligent people and the affection of children;*

*to earn the appreciation of honest critics and endure the betrayal of false friends;*

*to appreciate beauty, to find the best in others;*

*to leave the world a bit better, whether by a healthy child, a garden patch or a*

*redeemed social condition;*

*to know even one life has breathed easier because you have lived.*

*This is to have succeeded.*

**Ralph Waldo Emerson**

④

*Success is not the result of  
spontaneous combustion. You must first set yourself on fire*

**Fred Shero**



时时处处开怀大笑；

赢取贤明之人的尊重和孩子们的爱；

争取诚实的批评者的赞赏并忍受不诚实的朋友的背信弃义；

去欣赏美，去发现别人的可爱之处；

留给这个世界一些美好的东西，无论是一个健康的孩子，一块小小的花园，

还是一种获得改良的社会状况；

获知某个生命因为你的存在而不再活得那么艰难，哪怕只有一个。

这就是成功。

拉尔夫·沃尔多·爱默生

成功不是自发燃烧而成的，你必须先把自己点燃才行

弗雷德·希罗

## INTRODUCTION

### HOW TO USE THIS BOOK



This book has been designed for you to use as a workbook and reference book to help you define and achieve success.

When you read it, **use** it. Make notes, complete the exercises, apply the techniques, take action and start achieving.

Refer to it daily for inspiration and reminders of the techniques, to keep yourself focused on your goals and your affirmations, etc. This will help you achieve and maintain your definition of success.

This book may not make you rich. However, if you use it properly it will enrich your life.

I wish you every success!

导论

## 如何使用本书



本书是为帮助你界定和获取成功而设计的一本工作手册和参考用书。

在你读它的时候,就使用它。标注记录,完成练习,运用技巧,采取行动并开始追求。每天看看这本书,从中获取激励和技巧方面的提示,使你始终致力于你的目标以及赞语等等。这些将帮助你求得你所向往的成功并保有它。

这本书也许不能让你变得富有。但是如果你好好用它,它将会丰富你的人生。祝你事事有成!

任何值得一去的地方都不会有捷径

弗雷德·希罗

NOTES

毛 记





PLANNING

制定计划