

FINANCIAL TIMES 英国《金融时报》 原文阅读精选集

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前言

英国《金融时报》(Financial Times, 简称 FT) 于 1888 年 2 月创刊于维多利亚时代的伦敦, 报头下印的报铭 “Without Fear and Without Favour”, 沿用至今。很多人对 FT 的第一印象是它的颜色, 三文鱼粉色, 像一张发黄的旧报纸。FT 创刊时是伦敦金融城的一份小众专业报, 历经 100 多年, 已经进化成全球最权威的财经媒体之一。若你问 FT 是份怎样的报纸, 以下关键词大概可以概括: 全球视角、言论多元、推崇自由市场和贸易等。全球最有影响力的政商精英是 FT 的读者主体。2015 年 8 月 31 日, FT 中文网正式推出。凭借英国《金融时报》遍布全球的丰富报道资源, 汇聚海内外有影响力的专栏作家与意见领袖, 为商业决策者提供立体、详实的全球重大事件专题报道。

英国《金融时报》以准确、专业、独立的新闻报道, 以及多元、富有洞见的言论著称。为我们撰写评论的作者包括了各国政要、诺贝尔奖得主、世界 500 强企业首席执行官, 以及顶级思想家和艺术家。他们的见地让这张百年老报在各国决策制定者、商业人士以及年轻读者中持续拥有广泛而深刻的影响力。《金融时报》的全球付费订阅用户超过 94 万, 其中约 3/4 是电子版订阅。订阅用户涵盖高层管理者、企业主、高净值人士、金融专业人士等。作为英美高校学术类阅读的重要素材, 英国《金融时报》文章也被雅思、托福等留学考试用作阅读文章的题源, 其原文经常出现在各类英语考试的阅读类题目中。

《英国〈金融时报〉原文阅读精选集》将政治、经济、社会、产业、金融等重点版面的文章进行汇编, 涵盖全球热议的经济、社会生活、文化教育、科技、环境等话题, 供相关专业人士及爱好者研究、收藏。为适应英语学习者的需要, 我们在每篇文章中增加了中文的内容提要、重难点词汇表和字数统计, 帮助读者在扩展视野的同时提升阅读能力、阅读速度和语感。

《英国〈金融时报〉原文阅读精选集》是外文出版社和英国《金融时报》双方编辑和工作人员尽心努力的结晶。我们衷心希望这一系列丛书对于专业人士和英语学习者能够有所帮助。语言和商业的发展日新月异, 我们欢迎读者提出批评和建议。

目 录

- 01 Why fashion isn't always as silly as it seems 时尚和普通人无关吗? / 1
- 02 How to dress like a Supreme Leader 如何穿得像个领导人? / 4
- 03 Emmanuel Macron demonstrates fine art of handling Donald Trump
马克龙:一位与特朗普打交道的大师 / 6
- 04 The day my family became French 那天,我们一家成了法国人 / 8
- 05 From buses to glasses: Silicon Valley's love of non-tech start-ups
从巴士到眼镜:非科技类初创公司走红硅谷 / 10
- 06 How to deal with the phonelessness crisis 如何面对失去手机的危机? / 12
- 07 The EU and UK need each other to manage fish 脱欧之后,鱼该怎么办? / 14
- 08 How Silicon Valley brought haute cuisine to the office canteen
硅谷员工餐厅中的珍馐美味 / 16
- 09 Review: Nokia retunes 3310 for a new generation
重出江湖的诺基亚经典手机能否再现辉煌? / 18
- 10 Why don't we complain about cucumbers? 黄瓜,想说爱你不容易 / 20
- 11 Why there will never be a Trump in today's Europe
为何当今的欧洲不会出现特朗普? / 22
- 12 Why the government needs geeks 为什么政府需要“电脑狂人”? / 25
- 13 China's booming bike-sharing sector beset by theft
“第三只手”频频作祟,共享单车公司如何应对? / 28
- 14 France and les Bleus — it's complicated 法国人与国家队的爱恨情仇 / 30
- 15 Employers baffled by dual-career couples with joint ambitions
全职父母的新时代 / 32
- 16 How to disrupt a hamburger 人造汉堡的成功之道 / 35
- 17 How to get the most from the World Cup 如何享受世界杯? / 37
- 18 Bye bye bikini: the bra refuseniks rethinking femininity 重新定义女性气质 / 39
- 19 The perils of taking half a dozen pills before breakfast 偷走健康的“保健”药 / 41
- 20 How to disrupt dog walking 遛狗也要“大众点评” / 43

目 录

- 21 Tidy desks challenge messy creativity 整洁会扼杀创造力吗? / 45
- 22 When drinking at work is a good thing 工作时候来点小酒? / 47
- 23 How to get ahead? Buy an office bed 成功的秘诀在于睡眠 / 49
- 24 The geopolitics of electric cars will be messy 电动汽车的地缘政治学 / 51
- 25 Our faith in psychometric testing is flawed 该不该相信性格测试? / 53
- 26 The case for a five-hour working day 五小时工作日, 你准备好了吗? / 55
- 27 Want to be a good boss? Then don't "manswer" 学会对女性讲话 / 57
- 28 Referendums break democracies so best to avoid them 公投暴露了民主的软肋 / 59
- 29 Privacy is under threat from the facial recognition revolution
面部识别革命带来新威胁 / 61
- 30 If you want to run the world, study a "useless" subject
想统治世界? 学个“没用”的专业 / 63
- 31 Privileged students should face greater scrutiny despite A-grades
该为富家子弟提高入学标准吗? / 65
- 32 Facebook or Google — which should worry us more?
Facebook 和 Google, 谁更令人担忧? / 67
- 33 Are there any viable alternatives to Facebook? 除了 Facebook, 还有什么选择? / 69
- 34 How do we know that humans are earth's first advanced race? 寻找史前文明 / 71
- 35 Smart homes are a dystopian nightmare 智能家居——一个反乌托邦噩梦 / 73
- 36 Regulating Facebook merely nips at the edge of a bigger problem
科技公司的巨大隐患 / 76
- 37 The world is not as gloomy, or wonderful, as you may think
悲观、乐观与世界的真相 / 78
- 38 Arsène Wenger shows that no one can be a pioneer twice 那些温格教会我们的事 / 81
- 39 Winners and losers in the sharing economy 共享经济的赢家和输家 / 83
- 40 Asia has learnt to love robots — the west should, too 像亚洲人一样爱机器人 / 85
- 41 A tech-savvy generation of Muslim women driving global growth
科技为穆斯林女性铺平道路 / 87
- 42 The sound of Taylor Swift at my desk? No thanks
办公室放音乐, 你准备好了吗? / 89

- 43 Mark Zuckerberg cannot control his own creation
扎克伯格的 Facebook 是如何失控的? / 91
- 44 Has Spotify rewritten the songbook? Spotify 是否重塑了流行音乐? / 93
- 45 Why politics should not go to the cinema 电影院不该成为政治战场 / 95
- 46 Millennial insecurity is reshaping the UK economy 不安的年轻人改变英国经济 / 97
- 47 Tim Cook v Mark Zuckerberg exposes rifts in Big Tech 离心离德的科技巨头 / 99
- 48 “Frankenstein” still speaks to very modern fears
《弗兰肯斯坦》与现代人的恐惧 / 101
- 49 US teenagers are right to be fired up about gun control 枪支问题惹怒美国年轻人 / 103
- 50 The biohackers trying to alter their DNA at home 藏在房间里的 DNA 黑客 / 105
- 51 In defence of the “killer grannies” 令人纠结的爷爷奶奶 / 107
- 52 Genetics and the truth about selective schools 基因才是精英学校的真相 / 109
- 53 A radical solution to the tedium of email spam 解决垃圾邮件的绝招 / 111
- 54 Fatal Uber crash shows we are poor at supervising driverless cars
Uber 车祸带来的反思 / 113
- 55 Latin is an essential language for our digital age 数字时代的我们需要拉丁语 / 115
- 56 Cities only work if they accommodate rich and poor 城市需要富人和穷人 / 117
- 57 Do we make better decisions in a foreign language? 外语让人更明智? / 119
- 58 Millennials: you will not be quite so special in the “futr” 不再独特的年轻人 / 121
- 59 The low-paid workers cleaning up the worst horrors of the internet
被遗忘的互联网清洁工 / 123
- 60 Givenchy and the making of the world’s most famous dress 纪梵希的小黑裙传奇 / 125
- 61 #MeToo and the evolution of man 男人进化论 / 127
- 62 The value of university degrees will be hard to measure 你的学历价值几何? / 129
- 63 How to create computer games for women 电子游戏的性别问题 / 131
- 64 What an ice-skating scandal can teach us about Trump
花样滑冰丑闻与特朗普的崛起 / 133
- 65 The roadblocks to successful self-driving cars 自动驾驶的愿景与现实 / 135
- 66 Air kissing makes my cheeks burn 握手就好，别来吻我 / 137

目 录

- 67 Why the alt-right is winning America's meme war
另类右派赢得美国“表情包战争” / 139
- 68 Why the 30-hour work week is almost here 呼之欲出的30小时工作周 / 142
- 69 Trump's plan to arm teachers — a bullet not worth biting
武装教师——特朗普式狂想 / 144
- 70 In search of the real Silicon Valley 寻找真正的硅谷 / 146
- 71 A quest to banish lateness at meetings and claw back lost time
该向拖延说再见了 / 148
- 72 Winners and losers: American football's racial divide 美式橄榄球的种族分裂 / 150
- 73 Who shows us how to live — Federer or Ronaldinho? 费德勒还是罗纳尔迪尼奥 / 152
- 74 Five reasons why universal basic income is a bad idea
全民基本收入为何行不通? / 154
- 75 Sony looks to reboot 1990s glory days with relaunch of robot dog
索尼机器狗 Aibo 重出江湖 / 156
- 76 Bittersweet campaign to liberate Japan's office workers 向“义理巧克力”宣战 / 159
- 77 Super Bowl thriller watched by smallest audience since 2009
超级碗收视率继续下降 / 161
- 78 The American way of healthcare 行将就木的美国特色医保 / 163
- 79 China's ecommerce giant JD.com to take on Amazon in Europe
京东进军欧洲挑战亚马逊 / 165
- 80 Why some killer diseases are overlooked 被忽视的致命疾病 / 167
- 81 Silicon Valley's founder factory 硅谷的流水线创业家 / 169
- 82 Silicon Valley start-ups race to win in driverless delivery market
硅谷初创公司的无人快递竞赛 / 171
- 83 The rise of the superstar company 巨星公司的崛起 / 173
- 84 The bladders of social media 不堪一击的网络红人 / 175
- 85 Why quitting smartphones is the new quitting smoking 戒掉手机，就像戒烟那样 / 177
- 86 A desire to fit in prompts employees to “whiten” for work 为了工作而“洗白”? / 179
- 87 Scientists have yet to find the Holy Grail of cancer tests 癌症早诊断的代价 / 181
- 88 Big Tech's trust issues at the forefront of Davos debate 科技公司面临信任危机 / 183

- 89 Self-driving cars raise fears over “weaponisation”
自动驾驶汽车：交通工具还是武器？ / 185
- 90 For men, the style icon is dead 失落的男性时尚偶像 / 187
- 91 Berlin forced to defend hate speech law 德国“仇恨言论”禁令引争议 / 189
- 92 Japan girl band gives voice to cryptocurrencies 日本少女组合为虚拟货币发声 / 191
- 93 Move over Zoella — dogs are the new social media stars 网红狗成为广告界新星 / 193
- 94 The temptation of Oprah Winfrey 娱乐化的美国大选 / 196
- 95 Guardiola: what Britain can learn from football’s philosopher king
瓜迪奥拉：球场上的哲学王 / 198
- 96 Google accused of discriminating against white male conservatives
谷歌被指控“反向歧视” / 200
- 97 Winter Olympics targeted in hacking campaign 黑客盯上平昌冬奥会 / 202
- 98 We need to start being PC about the white working class
被政治正确抛弃的工人阶级白人 / 204
- 99 How San Francisco turned against robots 不爱机器人的旧金山 / 206
- 100 “Pokémon Go” finally set to land in China 《精灵宝可梦 GO》即将登陆中国 / 208
- 101 How to live to 100 and be happy 100岁的人生意味着什么？ / 210
- 102 What’s wrong with the cultural elite?
什么是“文化精英病”？ / 212

Why fashion isn't always as silly as it seems

By Jo Ellison

Is fashion relevant? It's a discussion that has taken on new urgency in recent months. As consumers have moved online to shop on virtual boutiques, the need for fashion publications to offer an edit of the seasons's trends, or suggestions of which shoes to wear, is diminishing. How do big brands engage with their consumers? Is fashion inclusive? Do fashion magazines speak to real people with real lives? And isn't all fashion writing just a load of advertorial paid for by some billionaire fashion benefactor in the sky?

Each week, a number of readers feel compelled to write and tell me how daft it all is — and how silly I am. Even the industry's innermost circles are charged with the debate. In a scandalously thrilling interview in *Vestoj* earlier this month, the former *Vogue* fashion editor Lucinda Chambers denounced the value of the industry in which she has worked for 36 years. “The clothes are just irrelevant for most people,” she said. “So ridiculously expensive.”

On the flip side, when fashion tries to engage in the issues of the day, things can quickly backfire. In this month's US *Vogue*, the magazine suggested that its real-life couple cover stars Gigi Hadid and Zayn Malik are “embracing gender fluidity” because they borrow each other's clothes. The article has so inflamed the ire of the transgender and non-binary community for trivialising the subject of gender identity that the magazine has since issued an apology for “missing the mark”. Not a good look.

It is true that when looked at from a certain point of view fashion may not be relevant. I'm certainly not going to argue with you that the new-season corduroy blazer from Prada — the one worn by Hadid and Malik, as it happens — is necessarily going to serve any bigger purpose or facilitate our greater good. Although I will say it would please me very greatly to wear it.

I would argue, however, that fashion is extremely relevant for the 23.6m people worldwide who work in the garment industry. And that the industry is worth an extremely relevant \$2.4tn a year. But you'll no doubt counter that it matters not at all what we wear just so long as we are dressed. And then go on to tell me that you have been shuffling around in the same shoes since 1983, and are delightfully content to wear the slightly-too-small

sweaters your wife picks up for you at Christmas.

The point is that clothes probably don't matter to those who find fashion irrelevant. But not everyone can afford to be so insouciant about the way they look. Some people have to consider far more carefully the way they negotiate the dress codes of the world in which they live, especially those who have found their social traction tied to their appearance, and when that advancement is tied to the decisions of people whose features do not mirror their own. In those situations, what we wear, and the fashions we adopt, become far more complicated.

Certainly, when I'm in a room full of senior male peers, I consider my clothes very carefully. Will a stiletto heel denote subservience? Or sauciness? Will the power-suit seem too aggressive? Should I dress as demure or demanding? You might argue that you never notice what people wear, but I don't believe you.

I'm assuming you are a man. I may be wrong. Many of fashion's harshest critics are women, sickened by the persistent objectification of their gender. Or livid about a sizeist fashion culture that forces women to aspire to unhealthy body shapes. Women often find fashion "very silly".

And yes, fashion should be more diverse and representative in general. And some things do look a bit preposterous. But I still wager that everyone feels a warm fuzzy glow when a stylish stranger notices your new shoes. Or stops to ask you where you got that bag from. I can't tell you how many discussions I've had with a "fiercely intellectual" feminist insistent on her lack of interest in shopping, only to see them turn into a gushing fashionista at the first compliment you throw them. (Same for men, incidentally: the more pompously self-aggrandising they are, the more susceptible to sartorial flattery. Or, tell a fashion-phobic man that you like his tie and he'll soon be blathering away about his son's nascent career in online streetwear sales, or how his daughter wants to be a model.)

Fashion may not be relevant, but it's a bloody good opener to a normal conversation; a way to wrinkle out the human under the hair shirt. And, frankly, who doesn't love a bit of chat about a bad frock, or a footballer's silly Saturday get-up, or a fabulous bit of tailoring. I do.

Fashion is a business, a social barometer and a key to our identity. Like Sherlock Holmes, you can often glean more about a person from a five-second study of their ensemble than you'll learn over an hour-long chat. And that's why it's worth paying attention.

You probably disagree. You probably think it's still irrelevant. But no one's forcing you to read about or look at fashion. There are all sorts of other more important, groundbreaking, newsworthy subjects out there to occupy you. And yet you're still here. Nice shoes, by the way.

(877 words)

时尚和普通人无关吗？

内容提要：本月早些时候，前任《Vogue》时尚总编 Lucinda Chambers 对她从事了 36 年的行业评价道：“时装与大多数人都无关，它们简直贵到荒唐。”她说得对吗？时尚是否真的与普通人无关？

benefactor [ˈbenɪfæktə(r)] *n.* 恩人，捐助者

daft [dɑ:ft] *adj.* 愚蠢的，癫狂的

innermost [ˈɪnəmeɪst] *adj.* 内心的，最深处的

backfire [ˌbækˈfaɪə(r)] *vi.* 逆火，适得其反

ire [ˈaɪə(r)] *n.* 愤怒

insouciant [ɪnˈsu:siənt] *adj.* 漠不关心的

denote [diˈnəʊt] *vt.* 象征，表示

subservience [səbˈsɜ:viəns] *n.* 从属，奉承

demure [diˈmjʊə(r)] *adj.* 严肃的，端庄的

preposterous [priˈpɒstərəs] *adj.* 荒谬的，可笑的

wager [ˈweɪdʒə(r)] *vt.* 押注，打赌

pompous [ˈpɒmpəs] *adj.* 傲慢的，自大的

blather [ˈblæðə(r)] *vt.* 说废话

nascent [ˈnæsnt] *adj.* 发生中的，初期的

frock [frɒk] *n.* 罩袍，女上装

barometer [bəˈrɒmɪtə(r)] *n.* 气压计，晴雨表

glean [ɡli:n] *vt.* 拾(落穗)，收集

groundbreaking [ˈgraʊnbreɪkɪŋ] *adj.* 创新的

How to dress like a Supreme Leader

By David Tang

In a recent column you mentioned you briefly met Kim Jong Un. I have just returned from North Korea and would be fascinated to hear about your encounter with the Supreme Leader.

I was introduced to him in Beijing by a close friend of mine who buys a lot of vegetables from North Korea because he thinks they are the most uncontaminated vegetables in the world. Although the meeting was brief, I asked if the Supreme Leader could introduce me to his tailor. He did. When I subsequently went to Pyongyang, his tailor cut me a “Kim” suit: medium brown, with shirt sleeves and a centre zip, together with slightly flared trousers. The ensemble fitted quite well, and if I put a small pillow inside the jacket to create a prominent corpulence, I could look a bit like the man himself, with the help of a wig.

Timing and schedules are essential to any social occasion — “fashionably late” has always struck me as oxymoronic — but surely not sufficient to success? What are your essentials for hosting a successful dinner party?

It’s inconsiderate of guests to arrive late especially for sit-down dinners, which really require being served together ab initio without any empty chairs. But we also know that on arrival there is always a lot of chit-chat and milling around. So if asked for 8pm, it is not too bad to arrive at 8.10pm or 8.15pm. I would often do that, not to be fashionable but sensible, because I find chit-chat tiresome before sitting down. Sometimes I know hosts who don’t sit down until as late as 9pm and I tend to say no to those invitations.

In India, the Middle East or Spain, sit-down dinners don’t really occur until 10.30pm or 11pm and I never formally accept them or I ask if I could attend in my pyjamas. I would certainly have some cup noodles before going because I find having to digest a large dinner late very uncomfortable.

The secret of a successful dinner is not to let it drag on. And make sure you always have one surprising guest: someone amusing such as Nigel Farage, Monica Lewinsky or Diane Abbott.

At a pub supper of some 20 people in a busy bar in Cornwall I was rebuked by a fellow lady diner for placing an empty wine bottle upside down in a wine cooler, this being deemed bad manners. She was adamant that I take it out, which I declined to do. This was a pub,

not Claridge's; is she justified in her behaviour?

Bad manners involve being inconsiderate to others. I don't see how an upturned bottle could offend anyone. And why should there be a difference in behaviour between a pub and Claridge's? One could argue that the etiquette at Claridge's is unnecessarily bourgeois. Indeed, when the waiters there lay napkins over customers' thighs, they are doing something that is offensive to me. Or when they interrupt my conversation to ask if I want "still or sparkling" water, which is the most annoying question one could be asked. So tell your lady friend to grow up and stop pretending to be classy. And tell her, turning the bottle upside down sends a clear signal that the bottle is empty and saves the face of the host for not having ordered another bottle straightaway.

My half-century birthday is coming soon. What suggestions, on a more limited budget, do you have to bring fun and elegance to the day? Are there special pieces of music? What other ideas might you have?

On a budget, always go for "bring a bottle". That's fair for everyone and you can top it up with whatever extra bottles you can buy. The main attention should be on providing a space with tables and chairs and not an empty space just for dancing. Seating on small round tables creates a cabaret atmosphere. Get some loud and familiar music going. I like DJs who are not too clever: the standard Beatles and even the Carpenters or Abba are always good. All the old hot tracks like "I Will Survive" or "YMCA" guarantee a flowing group of dancers, of all ages. And NO overhead lighting. All lights must come from sconces, uplights or table lamps. Don't forget to bring in sausage rolls at about 10pm. That's when people begin to feel famished.

(730 words)



如何穿得像个领导人?

内容提要：“在一位密友的安排下，我得到机会在北京会见了金正恩。在这场简短的会面中，我问他能否把他的私人裁缝介绍给我，他同意了。到了平壤，金正恩的裁缝为我做了一套金正恩式的制服。”

corpulence ['kɔ:pju:ləns] *n.* 肥胖，臃肿

wig [wɪg] *n.* 假发

oxymoron [ˌɒksɪ'mɔ:rɒn] *n.* 矛盾形容法

ab initio [ˌæbɪ'nɪʃɪəʊ] *adv.* 从开始起，自始

rebuke [rɪ'bju:k] *vt.* 斥责，指责

adamant ['ædəmənt] *adj.* 强硬的，固执的

etiquette ['etɪket] *n.* 礼仪，礼节

bourgeois ['buəʒwa:] *adj.* 中产阶级的，追求名利的

Emmanuel Macron demonstrates fine art of handling Donald Trump

By Gideon Rachman

Why is it OK for Donald Trump to visit Paris, but not OK for him to visit London? Despite the famed “special relationship” between Britain and the US, the American president’s long-planned trip to the UK has been indefinitely postponed — largely because of the unstated fear that Mr Trump would be greeted by mass protests.

Instead, he has accepted an invitation to France — and could be seen happily reviewing the troops, alongside Emmanuel Macron, at the annual July 14 parade. The fact that the French president felt able to take a domestic political risk by inviting Mr Trump to Paris — despite the US president’s 14 per cent approval rating in France — offers some insights into the fine art of handling Mr Trump.

Mr Macron issued his invitation to the US president from a position of strength. His first encounter with Mr Trump featured a theatrical bone-crushing handshake. To some this might have seemed like the diplomacy of the playground. But it sent a clear message. France was not going to be pushed around. By contrast, Theresa May’s first visit to Washington featured the UK prime minister briefly holding hands with Mr Trump at the White House. To many in Britain, this looked like a cloying closeness with an unpopular US president.

The lesson seems to be that European leaders who first make it clear that they are willing to stand up to Mr Trump, then have more latitude to extend the hand of friendship. By contrast, leaders who seem to approach the Trump White House as supplicants are vulnerable to a domestic backlash.

This contrast is about much more than theatrical handshakes. It extends to policy and ideology. Mr Trump is a champion of nationalism and a scourge of globalism. Mr Macron, fresh from beating the nationalist Marine Le Pen in the French presidential election, is carrying the standard for internationalism in Europe — alongside Angela Merkel, the German chancellor.

But the position of Mrs May is much more ambiguous. Her government insists that Britain continues to champion globalisation. But the Brexit vote has been widely interpreted across the world — including by Mr Trump and Mr Macron — as part of the backlash against