

我走了很远很远 错过许多向我就开的窗口 最后停歇在一个 紧关的门前 叩弦一串串心灵的遗憾



花城出版社 FLOWER CITY PUBLISHING HOUSE



TRAVEL IN LOVE TRAVEL IN LOVE TRAVEL IN LOVE

宋祖德 SONG ZUDE

花城出版社 FLOWER CITY PUBLISHING HOUSE

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宋祖德 著

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# 创业如诗 从商如儒

(代序)

# 中国诗书画研究院名誉院长 广州 诗社社长

邬梦兆

去年,祖德先生曾送我一本书——《飘在南方的雪》, 是他与助手绪人、寻之先生的三人合集,读后感觉是:书 名有独特意境,内容也特美。我当时感慨:商场如战场, 这三个年轻人在南方这块竞争十分激烈之地,在奋力拼 搏之时,还有这闲情逸趣去作诗,确实难能可贵!

今天,当祖德先生的这本个人专集《爱的行程》诗稿, 又放在我桌上时,我不禁由感慨变为惊讶:在繁忙的"商 战"之余,他还坚持创作,确实不简单!

或许很多人都曾经写过诗,但坚持下来的却不多,在他乡创业还坚持写诗的人更少,而当上老板后仍钟情缪斯、坚持写诗,被人称之为儒商的就更是凤毛麟角了。祖德先生就是一个。

写诗需要灵感。灵感的产生是作者对某个问题长期实践、经验积累和思考探索的结果。祖德先生大学毕业后分配到南京,再下海到海南,然后辗转到广州,白手起家成为一位成功人士(这在寻之先生的专访里已有详述),其间经历了不知多少的曲折与艰辛,这使他能思考现实,洞察社会,领悟生活的真谛;能产生一个又一个的灵感,创作出一首又一首的诗。艺术源于生活。祖德先

生的诗,来源于对生活的热爱,来源于对人生的追求,来源于创业的艰辛与喜悦。"诗是革命的一种武器",在他看来,诗也是创业的一种武器。他一边创业,一边吟咏,用诗激励自己,用诗鞭策自己,用诗抵御人生的严寒,用诗擂响前进的战鼓。

"即使每一叶等待/都在寒风中凋落/我的眼睛依然会在/颤栗的枝梢萌芽",这正是他创业的真实写照。只有饱经风霜的人,才能写出这样的诗句;只有热爱生活、自信人生的人,才能写出这样的诗。

诗言志,发乎情。"情"是诗歌艺术创作的永恒主题。 祖德先生是一个感情丰富的人,所以他写了不少爱情诗, 但不局限在一个"情"字上,也并非为"情"而写情。读他 的爱情诗,往往能读出一种催人奋进、积极向上的力量。 他的爱情诗实为激情的真实表达和真情的自然流露。

每一次挫折后,他抚摸着《伤口》:"我在没有月亮的 夜晚/寻找光明……/只要有爱的地方/就有生命的绿色 ……":

一旦伤口愈合,他毅然《崛起》:"因为有你的深情/铺 盖在前方冰冷的石路上/每次跌倒/我都会勇敢地崛起";

望着前方的《路》,他写道:"所有充满爱的脚步/终究会留下深深的印痕/无论是痛苦的还是幸福的/我都会坦然承受";

他在《启航》时说:"我多么厌倦流浪/多么留恋/这温暖的港口/但风浪告诉了我/明天/我还要继续启航";

看到《石上之树》,他触景生情:"你终究没有跌落在/

山坡下土壤的怀抱/祈求/土壤的温馨/因为你的名字/叫石树/注定要生长在高山上……";

他回到阔别多年的老椰树下,动情地说:"我已变得坚强/不再徘徊在十字路口/但对你的依恋/如旧……";

他在《过年》中呼唤:"有土壤的地方/都是我的故 乡"。

所有这些富于感染力的诗句,我想,不经历风风雨雨,是写不出来的。当然,可能由于时间仓促,未及认真修改,还有一些诗略显粗糙、平淡,但不影响这本书的整体艺术美。须知,这是在商场上拼搏、商务十分繁忙的企业家的诗,艺术上不必过于苛求。但无论如何,对眼下的诗坛而言,这本《爱的行程》恰似一根琴弦,奏响了一串美妙的音符。希望祖德先生继续创业,继续写诗,永不停步,永不停笔,做一名"儒商",为诗坛增添一缕清幽的芳香。

祖德先生曾说:我能写诗,证明我在生活,在创业,还在受到挫折、磨炼,如果有一天发现我不写诗了,那就证明我已安于现状,不思进取,坐享其成,抑或是枯萎,走到人生的尽头,那就是死水一潭了……

因此我相信,祖德先生定会有第三本、第四本······个 人诗集问世。我拭目以待。

是为序。

# A Poem, the Enterprising Process A Refined Person, the Businessman (Preface)

By Wu Mengzhao (Honorary president of the Institute of Chinese Poem, Painting and Calligraphy, president of Guangzhou Poets Association)

Last year, Mr. Song Zude sent me a book "The Snow Flying in the South", which was a poem collection by Mr. Song and his assistants Xu Ren and Xun Zhi. At that time I had such an impression—the book held a special and meaningful title and a beautiful content. I couldn't help admiring the three persons who had a leisurely and carefree mood to write poems when struggling in South China, a battlefield of fierce compitions.

Today, after I finish reading Mr. Song's personal poem collection "The Journey of Love", my admiration is changed into surprise——it is really great of him to go on creating in so busy a life!

Maybe many people have had such an experience as to write poems, but few people can persist on that. Less people do when they are enterprising in another town. Even less keep faithful to the Muses and write poems and are called a refined businessman after they become a boss, among whom Mr. Song is an example.

Writing poems needs inspiration, which is the result of the author's long – term practice, accumulation of experience, thinking and exploration. Mr. Song Zude was appointed to Nanjing after he graduated from college. Then he went to Hainan. At last he managed to come to Guangzhou and became a success by self – making (this has been told in Mr. Xun Zhi's report). During his struggling to success, he met countless difficulties, which give him an insight to think about reality, society and the true meaning of life, on which he has found one inspiration after another and has created many poems.

The source of art is life. The source of Zude's poems is his pursuit and love for life, and the pleasure during his hard enterprising. "Poem is a weapon for revolution." For Song Zude, poem is a weapon for enterprising. He uses poems to encourage himself when he is working hard and the poems shelter him from the cold of life and push him forward." Even all the waiting has faded in the cold wind/ My eyes will sprout from inside the quivering branch". These sentences truly reflect his life and can only be written by him, a person who has experienced so much hardship, a person who loves life and has enough self – confidence.

Poems demonstrate people's feelings. "Love" is an eternal topic for literature. Zude is a passionate person, so he writes many love poems, but they are not limited to the word "love". He didn't write them only for love.

We can feel a kind of inspiring and encouraging power in these love poems. Those are the natural and true expression and reflection of his passion.

After every frustration, he touches the "wound"——"On a moonless night/ I seek for the light……/ Where there is love/There is the green of life……";

Following the healing of the wound is his "Rising"——"
Because your love is paved on the cold stone road ahead/ I will bravely rise after every falling";

Looking at the "Road" ahead, he writes, "All steps full of love/ Will leave deep footprints/ Whether they are painful or happy/ I will accept all"; He writes in "Setting Off", "How I hate to be vagrant/ How I love / The warm port/ But the waves tell me/ Tomorrow/ I will set off".

Seeing the "tree in the stone", he can't help writing, "Finally you don't fall. Into the embrace of the earth. And beg for her tenderness. Because you are called the stone tree. You are doomed to grow in the high mountain.....";

He goes back to the old coconut tree and says emotionally, "I have become firm/ I will never wander around the intersection/ But my love for you/ Is the same as before.....";

He calls in his "Spending the New Year", "Where there is earth/ There is my hometown".

All these emotional sentences, I think, could never been written out without the poet's rich experience. Of course, some

poems seem not so perfect for the limit of time and lack of improvement, but the harmonious beauty of the book isn't lessened. We know that those poems belong to a busy entrepreneur and we had better not treat them with a critical eye. However, for the lonely poem field, this book, just like a string, has composed a melodious song. I hope Zude will go on enterprising, go on writing poems and never stop. Thus, as a refined businessman, he will add a slight but profound fragrance to the poem field.

Zude has said, I can write poems, which proves that I am living, enterprising, and faced with frustration and hardship. If one day I am found to write poems no more—that will show that I have lost my courage, I am satisfied with my present situation, and my life has faded, like still water……

Therefore, I believe, Zude will have his third, fourth ..... personal poem collection. I will witness the day to come.".

12/2000, Guangzhou

## 诗人简介

宋祖德,男,1968年8月24日出生于江苏省靖江市, 医学硕士研究生,当代青年发明家,拥有十项国家专利。 17 岁开始研究诗词,尤其擅长散文诗。大学毕业后,曾在 南京铁路分局工作11个月,后辞职赴海南,在岛上漂泊了 数月,学会了经商,而后辗转到广州创业,白手起家创办 了广州名正公司。经过多年的潜心研究,结合现代磁生 物理论和传统的经络理论,发明了一种增高鞋垫,并获得 了多项国家专利,于1995年白手起家创办了广东万里健 鞋业有限公司,随后又致力于领带及腰带的创新,成功推 出了金都保健领带及金都塑身腰带,给传统的领带、腰带 注入新的内涵和活力,并获得了国家专利,于1997年创办 了广东金都制衣有限公司。1999年又发明了高尔宝助长 膝套,创办了上海高尔宝实业公司。公司现有专职、兼职 员工 1100 多名,实力雄厚,40 多家分公司遍及上海、北 京、南京等大中城市及香港、曼谷、东南亚等地,公司连年 被广东省工商局授予"重合同、守信用"、"青年文明号"荣 誉称号。

宋祖德现任广州诗社社委,广东省私营企业协会副会长,他热爱文学艺术事业,繁忙的工作之余仍不忘记勤奋笔耕。此外,他还多次捐资社会福利事业、希望工程等。1997年,他捐资 20 万元给广州华侨发展基金会,转交希望工程。1998年,他回乡捐资 40 万元人民币给其母校,表达了他的无限爱心。

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#### A Brief Introduction to the Poet

Song Zude, male, was born on August 24 in 1968 in Jingjiang County, Jiangsu province. He is a Master of Medicine, a young inventor having 10 national patents. From the age of 17 years, he has studied poems, especially prose poems. After he graduated from college, he had worked in Nanjing Railway Branch Bureau for 11 months. Then he resigned and went to Hainan province, where he decided to engage in business after several months' vagrancy. He managed to settle down in Starting from scratch, he set up Guangzhou Guangzhou. Mingzheng company. Through many years' concentration on studying modern theory on magnetic biology together with traditional theory on energy channels, he invented a kind of shoe pads for heightening figure, and he got many patents. In 1995, he set up Guangdong Wanlijian Shoes Company and dedicated himself to the innovation of ties and waistbands. He succeeded in presenting Jingdu Brand healthcare ties and waistbands for shaping figure, which adds new connotation and energy to traditional ties and waistbands. He got another national patent because of this. In 1997, he set up Guangdong Jingdu Clothes Manufacturing Company. In 1999, he invented Gaoerbao knee sheath which helps body to grow, and he set up Shanghai Gaoerbao Commercial Company. There are over 1100 full - time and part – time employees. His solidly founded company has over 40 branch companies which spread in big cities such as Shanghai, Beijing, Nanjing and some areas in Southeast Asia such as Hongkong, Bangkok. His company has been entitled "Trustworthy for observing contracts", "Young civilized company" by the Industrial and Commercial Bureau of Guangzhou Province.

Mr. Song Zude is a member of Guangzhou Poets' Association and vice president of Guangzhou Privately – owned Enterprises. He loves literature and arts. He is always diligent in writing after busy work. Besides, he often contributes money to the course of welfare of society and Hope Project. In 1997, He donated ¥200,000 to Hope Project through Guangzhou Development Funds of Overseas Chinese. In 1998, he returned to hometown and donated ¥400,000 to his mother school, which showed his love heart.

是的,这就是宋祖德,一个走过风雨,白手起家至今仍喜欢"睡办公室"的创业型的人;一个拥有 10 多项发明专利的创造型的人;一个资产过亿,统领 40 多家分公司,1000 多员工,两个中型实业企业领袖型的人;一个喜欢读书,热爱写诗的学者型的人。是的,这就是宋祖德,一个扼住人生穴位,善于改变自己命运的从不屈服的人;一个埋头实干加才华横溢的新一代儒商……

是的,"我第一个走出北方的栅栏,我已熟悉了自己的方向,我的心属于遥远……"

## 善于改变命运的人

——儒商宋祖德和他的创业奇迹

寻 之

即使每一叶等待/都在寒风中凋落/我的眼睛依然会在/颤栗的枝梢萌芽——宋祖德诗《等待》代题记

贝多芬说:我要扼住命运的咽喉! 宋祖德说:我要扼住人生的穴位! 走进宋祖德的办公室,你会发现:除了那些领导的题词及成排成捆的书,最引人注目的是被他圈圈点点过的多种人体穴位挂图及一尊布满穴位的人体模型。穴位,这个古老而神秘的名字,被宋祖德赋予了新的内涵和意义。穴位对于他,如同一串音符,被他谱成了一曲壮美的交响乐;亦像一行行文字,被他写成了一首激昂的诗篇。

#### 上篇:漂泊的种子

1968年8月24日,宋祖德出生于江苏靖江的一个贫苦农家。苦难的生活使他养成了倔强进取的个性。他刻苦读书,于1986年考入上海某大学,攻读机械设计专业。1990年,他被分配到南京铁路局工作,捧起了令人羡慕的每月100多元的金饭碗,生活终于安定了。然而,还不到三个月,他就亲手打碎了金饭碗,毅然辞职去了海南。"这种在今天看来很正常的举动,在当时是需要勇气的",宋祖德回忆说,"但我的性格决定了我不可能被圈养起来,直至内耗成一堆废人,我必须勇敢地迈出第一步!"

外面的世界虽然精彩,但也很无奈。海南,并不是他想象中的经济发达、机遇大把的淘金地。开发初期的混乱与浑浊,使他迷惘失望了。他不断问自己:回去还是留下?面对大批失望归去的大学生们,摸着还剩几元钱的口袋,他悲壮地选择了后者。为了生存,他忍受了多少冷眼与欺凌,在走投无路时,宋祖德就到海边捡贝壳、海螺海星,靠摆地摊度日。也就是这个时候,他学会了写诗。在紧接的两年时间里,他用诗跟自己默默交流,用诗激励奋斗的勇气与激情。每晚夜深人静时,他总是倚在一棵老椰子树旁,翻开皱巴巴的笔记本,写下一首首催人奋进的诗。多年以后,当他以一个成功儒商的身份来到这棵斑驳的椰子树旁、犹如探望一个朝夕相伴的老朋友、老战友时,一向倔强的他不禁热泪盈眶,大声哭泣。继而,他

饱含深情地写下了一首《游子致椰树》。

为寻求更好的机遇,他辗转到了广州,不久成立了中国首家鞋业公司:名正鞋业公司,同时也兼做保姆及家教的中介生意。他省吃俭用,东拼西搏,终于积累了第一笔资金,掘到了第一桶金。一颗飘泊的种子,终于落地生根,在没有土壤的都市,呼啸着萌芽。

#### 中篇:萌芽在颤栗枝梢

有了第一桶金,是继续做生意还是充电?在人生的 十字路口,他又一次做出了果断的决择,走进了上海医科 大学硕士班。在他努力攻读研究生的时候,一天,他意外 地收到了一名矮个子的来信:这名姓张的矮个青年在信 中倾诉自己由于身材不理想而遭受了爱情、事业、婚姻等 方面的痛苦。他最后的语气近乎哀求:"难道一个人的身 高就永远不能改变了吗? 宋先生你能救救我吗?"宋祖德 的心一下子被强烈震撼了。是啊,一个人的身高为什么 不能改变呢? 人体的长高是通过脑垂体分泌增高激素而 进行的,中医理论也认为"肾主骨生髓",而脚底部有很多 重要穴位,如脑垂体穴、涌泉穴等等。刺激这些穴位反射 区就能起到促进脑垂体分泌增高激素及"生髓"的作用。 但用什么方法来刺激呢?于是他邀请了几名医学教授来 参与研制。科研工作是非常辛苦的,他常常废寝忘食。 一年年底,他母亲的电话让他一下子想起自己多年没有 回家过年了,但自己一无所有,如果背着空空的行囊回 家,他将无颜面对年迈的父母。除夕晚上,他独自面对遥远的北方望着万家灯火及点点星光,不禁思绪万千,写下了:"年年都说要回家过年,年年都不能回家过年……有土壤的地方,都是我的故乡"的豪迈诗篇。当我问他为什么不回家团聚时,宋祖德说:"黄沙百战穿金甲,不斩楼兰终不还。没有别的,因为我已没有退路了,只有冲开一条血路。"

不久,研究工作取得突破性进展,宋祖德终于研制出一种增高磁片。他运用现代医学的磁生物效应加上传统的中医经络穴位理论,双管齐下,终于解决了世界医学的一大难题,使矮个青年看到了新的希望。"如果科学技术不运用到实践中去,等于废纸一张。"宋祖德说到这儿很是激动,"我要把增高鞋垫奉献给每一位身材不理想的人,我要把我的惊喜告诉每一个人!"接下去,他申请了增高鞋垫的专利,注册了万里健商标,于1995年成立了广东万里健鞋业有限公司。经过奋力拼搏,短短四五年时间,他在全国建立了40多家分公司,如今净资产已达近亿元。

随后他潜心研究,又发明了保健按摩领带,保健按摩腰带、减肥塑身腰带、物理增高鞋等。短短四五年时间,他一下就拥有了十多项国家专利,成为名符其实的"发明家"。然而,他总是很谦虚,从不称自己是"发明家"。他揶揄道:"等我有了四五十项专利后,你们再叫我发明家也不迟嘛。"一次与美国商人会谈,对方欲以50万美元买断金都牌保健按摩领带的专利,后来又加码到100万美元,但都被宋祖德一口拒绝了:"卖专利就等于卖我的孩