

英语博文书系

英汉对照·有声读物

人物

影响100

People of Influence

财富篇

孙晓朝
杜 鹃
主 编

附送超值
MP3光盘
美籍专家朗读 高清数码录音

不朽的群像 伟大的印记
品读非凡人生盛宴 采撷璀璨文明之花



大连理工大学出版社
DALIAN UNIVERSITY OF TECHNOLOGY PRESS

英语博文书系

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人物

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编辑手记

文化学者嗟叹,我们这个时代正在经历人性的异化和审美的退隐。果真如此,让“真人”完整地现身就成了当下文化的迫切要求。而对于我们这些靠文字做事的人,能贡献的便是让那些已经或正在世界文化属地上留下印迹的人,在我们编辑的书中生动地汇聚。

“英语博文书系 人物·影响100”,顾名思义,是一套描述具有影响力“人物”故事的系列英语读物,分“财富篇”、“科技篇”、“文体篇”、“文学篇”和“军事政治篇”,凡5种。

众所周知,“人物”类图书的编写很容易染上流俗的诟病,即人物遴选过于趋众而引介内容又太过浅泛。有鉴于此,“人物”书系力求寻找那些既在所属领域卓尔不群又有不同寻常“个人”故事可说的人。至于选材则渗透了我们对“圆融”的期望,而这是只有将杰出人物的“宏大纪事”和常被遮蔽的“真实小我”同时呈献出来,才能完成的任务。

品读“人物”,我们也许不会泪眼婆娑地动容,但却一定会为其中闪烁的人性光辉所温暖,因为“人物”告诉我们的是:生命是一种力量,而不仅仅是一种存在。

《人物·影响100(财富篇)》汇集了:霍华德·舒尔茨、玫琳·凯、马云、斯蒂芬·沃兹尼克、埃里克·施密特、比尔·盖茨、杰夫·贝佐斯、唐纳德·特朗普……

《人物·影响100(文学篇)》与我们相遇的有:J.K. 罗琳、林语堂、马克·吐温、金庸、威廉·萨姆塞特·毛姆、勃朗宁夫妇、杨绛、西蒙娜·德·波伏娃……

《人物·影响100（科技篇）》呈现的是：史蒂芬·霍金、莱特兄弟、查尔斯·罗伯特·达尔文、艾德温·哈勃、爱因斯坦、克雷格·文特尔、阿兰·图灵……

《人物·影响100（文体篇）》光芒四射的明星是：安吉丽娜·朱莉与布拉德·皮特、姚明、李小龙、大卫·科波菲尔、迈克尔·菲尔普斯、迈克尔·乔丹、汤姆·汉克斯、朗朗……

《人物·影响100（军事政治篇）》中振聋发聩的名字有：弗拉基米尔·普京、乔治·史密斯·巴顿、成吉思汗、艾森豪威尔、彼得大帝、俾斯麦、乔治·卡特莱特·马歇尔、西奥多·罗斯福……

我们也期待“人物”书系能产生让读者“书放下了可心却不能放下”的影响力量，让“影响”人物播种的春草在我们这个世界郁郁葱葱起来，恐怕这就是“人物”书系的峥嵘野心吧。

“人物”书系全体编辑

2009年6月

主编寄语

对人物的迷恋,最早源自儿时信笔涂画人像的那份快乐。那种或快乐或悲伤的面容,仿佛有魔力一般,吸引着我的视线。成长的过程中经历了许多,不断地看见、听见、遇见各种不同的人,逐渐发现最有意思的其实不是人的面容,而是那面容背后的故事,和那故事中映出的心灵。或者我们可以把它叫做人生。每个人都会有属于自己的人生故事,而且我们大都对别人的故事更感兴趣,或因为好奇,或因为羡慕,或因为想改变自身的渴望。静心自问,我们总有一个原因。

这是一个关于人生故事的双语阅读书系,共有五个分册。包括了文体、商业、文学、军事政治以及科技界的诸多杰出人士的成长故事。

本套丛书有以下几个特色:

■ **人物选材独特。**人物选择方面,既有我们都熟知的各界名人,更有很多不为我们所熟悉的成功人士,他们以各自不同的方式,使我们感动,给我们震撼,让我们思考。

■ **文章语言地道,可读性强。**文章全部经过仔细筛选,选自各种最新英文原版素材,保证了英文语言的原汁原味。

■ **词汇注释详尽,译文准确顺畅。**为了方便读者学习,丛书提供了丰富的词汇并做详尽注解。这些词汇既包括了四六级的考点词汇,也涵盖了托福、雅思考试的基本词汇。另外,为了让读者真正做到阅读无障碍,丛书还提供了较高水平的中文参考译文。

■ **附赠高清MP3光盘。**本书系配送音频光盘,优美地道的原文朗读使读者也能获得听书的快乐。

阅读别人的故事会引领我们审视自身,当那瞬间的感动与惊诧内化为勇气和决心的时候,你自己也会开始讲述一个更加精彩的人生故事。当然,这套丛书不仅要和读者分享人生的成长故事,还希望通过阅读英文,帮助大家切实提高语言水平。阅读这些人生故事并不会对你的英文有任何神奇的效

果,因为语言学习本无捷径。英文学习就像把玩音乐,最重要的是沉浸其中。我们所做的,就是给读者提供一个丰富的、充满魅力的文字空间,你走进去,和那些人物交谈,相信我,只要你忘记了是在学习语言,就一定会享受英文阅读并有所收获。以下是我的阅读方法建议:

● **读。**开始尽量只读英文。阅读的乐趣在于想像,先不要频繁地求助译文,给自己的好奇心留些空间。我们提供了很详细的词汇注解,基本能使大家保持阅读的顺畅。

● **听。**丛书配有由英美专家录制的原文朗读MP3,旨在提供多渠道的英文输入。建议大家利用零散时间,配合阅读多听文章。

● **说。**提高口语和听力的一大利器就是采用“听音跟读法”。开始时你可能要看原文跟读,但坚持练习,你会逐渐能够边听边跟读,而且语速、语流都会有惊人的提高。这本是口译译员的必修科目,它能够提高你的听力注意力和辨音能力,同时跟读可以高强度地训练你的语流、发音和语速。记住,别被开始时的沮丧打倒,没有速成,但坚持定有收获。

● **译。**翻译并不只是一项专业技巧,常做英汉互译可以帮助我们迅速地修正不地道的语言,掌握一批实用词汇。语言无法改进的原因在于,我们自身意识不到里面的问题,无法得知自己的英语和地道英语的差距,因此,最好的老师不是外教,而是翻译练习和比照分析。利用本书系提供的中文译文常做翻译练习,勤作笔记,你一定会有惊人的进步。以上四步方法配合使用,必有所成。

本“人物”书系是整个团队合作的结晶,非常感谢参与丛书编译的全体人员,我们一起的努力协作保证了这套书的质量和品位,我们也期待着来自读者的反馈和意见。

孙晓朝 杜鹃

2009年6月

前言

商业成功人士历来是媒体争相关注的焦点,更是为亿万人所仰慕的偶像。大家都在问同一个问题:“他们究竟如何取得的成功?秘诀是什么?”

在编写此书的过程中,我们广泛阅读了上百篇中外各商业领域成功人士的人生经历、传记或访谈,最终精挑细选了30位颇有特色的人物荣登我们的财富人物榜,他们各自有着完全不同的生活环境、教育背景、经营理念以及创业故事。

在书中,你会看到美国卖座大片《当幸福来敲门》的原型克里斯·加德纳如何从一个身世低微的黑人白手起家而成为身价百万的股票经纪人;小商店店主大卫·高登如何靠洞悉1美元与99美分的微小差别而发现巨大商机;年仅17岁的少年如何创立遍布全球60多个国家的三明治品牌连锁店;家庭主妇兼推销员玫琳·凯如何靠处世的“黄金法则”创立为女性服务的“梦想公司”;中国最炙手可热的电子商务网站“阿里巴巴”总裁马云如何用前瞻的眼光和踏实的脚步平稳渡过网络的“冬天”;世界上最敢于冒险的商人理查德·布兰森如何凭借非凡的胆识成为世界最成功的商业巨头;“谷歌”首席执行官埃里克·施密特如何坚持“打破传统”从而成就今天“没有搜不到”的网络搜索巨擘。屋顶匠之子肯·亨德里克斯在替父亲赢得应有的尊重的创业历程中如何领略到普通员工的巨大价值……

读着读着,我们真的从这些迥异的故事中捕捉到了一些“法宝和秘诀”,概而言之,最重要的便是:敏锐的商业感觉,积极的处世态度,以及把想法变成现实的坚定决心和无穷干劲。

这个世界上有太多的一夜暴富,太多的昙花一现,如何能真正把事业做大、做久,且服务于社会大众,从这些商业精英们独特的思维和理念中,你一定会得到不少的启示。我们衷心地希望这些真实的故事能在你迈向成功的道路上添几分智慧、勇气和动力。

感谢本书所有的编者,你们认真努力的工作本身就代表着一种成功。由于时间和水平的关系,疏漏之处在所难免,敬请专家、读者批评指正。

杜 鹃

2009年6月

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2006年感动无数人的影片《当幸福来敲门》改编自美国著名黑人投资专家克里斯·加德纳的同名自传。这是一个典型的美国式励志故事。作为一名单身父亲，加德纳一度面临连自己的温饱也无法解决的困境。为了养活儿子，穷困潦倒、无家可归的他从最底层的推销员做起，最后成为全美知名的金融投资家。他说：“在我二十几岁的时候，我经历了人们可以想象到的各种艰难、黑暗、恐惧的时刻，不过我从来没有放弃过。同时我想告诉每一个人，即使在最最艰难的时刻，父亲与儿子都是不可分离的。”

C 人物快报 Chris Gardner Quick Facts

克里斯·加德纳

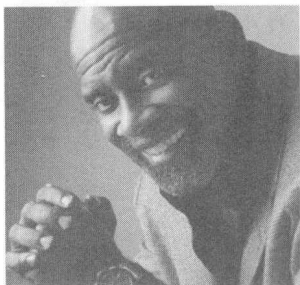


- ◎ His childhood was marked by poverty, domestic violence, alcoholism, and family illiteracy.
- ◎ He didn't have the money for the unpaid parking tickets and was thrown in jail for 10 days.
- ◎ He made himself one of the most successful black men on Wall Street and built a prosperous brokerage firm in the financial district of Chicago.
- ◎ His memoir, *The Pursuit of Happiness*, unblinkingly focuses on those universal social topics which impressed actor/rapper/producer Will Smith so much that Smith bought the rights to it and is set to star in its movie adaptation.
- 他的童年充斥了贫穷、家庭暴力、酗酒和目不识丁的家人。
- 他曾因无钱支付违章停车罚款被判十天监禁。
- 他成为华尔街最成功的黑人之一，并在芝加哥金融区成立了生意兴隆的个人经纪公司。
- 他的回忆录《当幸福来敲门》，大胆披露了诸多社会共同关注的话题。演员、说唱艺人、制片人威尔·史密斯深受此书影响，买下了此书的制片权，并在由此书改编的同名影片中领衔主演。

The Pursuit of Happiness: How Homeless Man Made Millions

"If you want to, one day you could make a million dollars."

—Chris Gardner



There are many stories of single mothers struggling to raise their kids against incredible odds, and with little help. But rarely do you hear of single fathers going through the same struggle. Chris Gardner is one of those fathers.

Gardner fought to raise his young son while homeless and living on the streets of San Francisco. Gardner, who served a brief stint¹ in the Navy and had no education beyond high school, would eventually get back on his feet to become a millionaire stockbroker and business owner.

Meeting affable² multimillionaire Chris Gardner is like spending time with a favorite uncle eager to share the secrets of his steely business acumen³ that made him one of the most successful black men on Wall Street and allowed him to build a prosperous brokerage firm⁴ in the financial district of Chicago.

But this CEO of Gardner Rich & Co.⁵ is also the boy who endured a difficult upbringing in 1950s Milwaukee⁶ with his siblings and mother, Bettye Jean Gardner. These events were branded onto Gardner's psyche⁷, and he vowed to make a better life for his children if he became a father.

The 52-year-old author unabashedly⁸ cherishes the memories of his late mother whom he believed when she told him, "If you want to, one day you could make a million dollars." He followed that beacon⁹ of belief even

1. stint: 工作期限

2. affable: 和蔼可亲的

3. acumen: 敏锐, 聪明

4. brokerage firm: 经纪公司

5. Gardner Rich & Co.: 加德纳的个人经纪公司

6. Milwaukee: 密尔沃基市

7. psyche: 灵魂, 心灵

8. unabashedly: 不害羞地

9. beacon: 灯塔

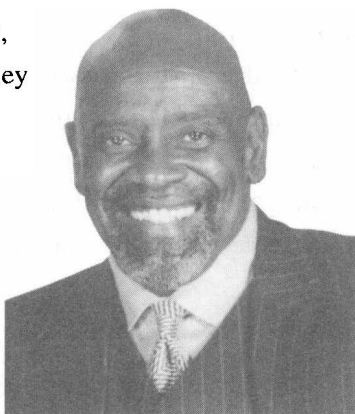


when circumstances left him homeless and sleeping in public parks with his son tied to his back.

His memoir¹⁰, *The Pursuit of Happiness*, unblinkingly focuses on universal topics like domestic abuse, illiteracy, mental illness, child molestation¹¹, alcoholism, poverty and homelessness—while serving as roadside assistance for all the “baby daddies” in need of help on the path of fatherhood.

Actor/rapper/producer Will Smith was so taken by the book that he bought the rights to it and is set to star in its movie adaptation¹² this December.

Gardner migrated to San Francisco following a stint in the Navy. There he became a medical supplies salesman, barely making enough money to support his girlfriend and infant¹³ son. In 1981 he had a life-changing moment when he spotted a man in a red Ferrari looking for a place to park.



“I said to him, ‘You can have my parking place, but I’ve got to ask you two questions: What do you do? And how do you do that?’”

The man said he was a stockbroker who made \$80,000 a month, \$50,000 more than Gardner made in a year.

Gardner, although a gifted learner in the medical field, hadn’t graduated from high school and had never even met a stockbroker except for the one in the red Ferrari.

“If you want to, one day you could make a million dollars.”

“I got this idea I wanted to be on Wall Street, so I started pursuing that. My girl wasn’t particularly supportive of it, I think her words were that I was ‘delusional¹⁴ and unrealistic’. She had a point. A major Wall Street firm required an MBA to get in the training program. I had

10. memoir: 回忆录

11. molestation: 骚扰

12. adaptation: 改编, 改写
本

13. infant: 婴儿的

14. delusional: 错觉的

never gone to college; it didn't mean I wasn't bright, I just didn't have the papers... things got a little more tense economically..."

With no MBA or experience, he found a brokerage firm willing to take him. Gardner quit his job, but when he showed up for work he discovered the person who hired him had been fired and Gardner's opportunity was gone.

Days before a critical interview with another brokerage firm, with money getting tight and tempers flaring¹⁵, Gardner says that he and his girlfriend got into an argument that sent the police to their residence¹⁶ and set off what he describes in his book "a series of events that spiral¹⁷ meteorically out of control."

While looking for work, Gardner had amassed¹⁸ over a thousand dollars in unpaid parking tickets, something the police discovered when they ran his fingerprints.

"Mr. Gardner, you owe the state of California \$1,200. How do you want to settle this?" he was asked during his court appearance.

He didn't have the money and was thrown in jail for 10 days.

Although Gardner managed to reschedule¹⁹ his interview and get the job, he was unable to return home and had to live in a boarding house. No one knew he spent some nights sleeping under his desk.

Months later when he was reunited with his son, he realized the boarding house didn't allow children.

"That's how we became homeless," he states. Some days when Gardner couldn't afford day care, he'd take his son to work with him. Some nights when he didn't sleep with his son under his desk, they slept in a park near San Francisco's Union Square²⁰, "really close to my old neighborhood—which was like a ghetto²¹ on steroids²²."

"I wasn't just homeless, but homeless with a baby tied to my back. The fear of where you gonna go? You're going to some place, you don't know where, but

15. flare: (人)发火

16. residence: 住处

17. spiral: 不断加剧地增加

18. amass: 收集, 积聚

19. reschedule: 重新定时间

20. San Francisco's Union Square: 联合广场

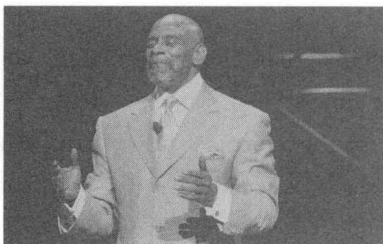
21. ghetto: 贫民窟, 狭小的椅状分隔区

22. on steroids: 更惹眼, 更醒目



you got to go. It's the not knowing, you don't know what to be afraid of."

As Gardner reflects on the moment, he says that anytime he goes back to San Francisco, as part of his growing process, "I always go to the same hotel that overlooks²³ that park, and I stay there for this reason: I want to be able to look down there and say, 'Boy, you've come a long way.' I gotta tell you, when you're up there in the presidential suite²⁴ and you look outside to see where you slept in the park with your baby tied on your back... you don't sleep, you pray a lot," he says sighing heavily. "You pray a lot, baby!"



23. overlook: 俯瞰, 眺望

24. suite: 套房

Finally, they moved into a homeless hotel run by the Glide Memorial United Methodist Church²⁵.

"There were no keys, so every day you take everything with you," says Gardner.

A large part of his stockbroker trainee salary went to day care, but after a year he eventually managed to squirrel²⁶ away enough to rent a place to stay.

"I realized I wasn't homeless when I put my bags down and didn't have to carry everything."

But the next morning as they went to leave, his son hadn't yet understood poppa's stone had stopped rolling.

"He didn't want to leave our things. He started picking up stuff saying, 'Poppa, we need this,' and was trying to pick up whatever he could, saying, Poppa, we have to bring this. You forgot this. We need our stuff..."

"You don't know how good it felt to be able to explain to your child, 'No son, we don't have to carry everything anymore. We have a key. We're home.'"

"Were things still rough? Sure they were. But they were manageable... our worries weren't all behind us," Gardner declared in his book. "Early on when I missed a

25. Glide Memorial United Methodist Church: 格莱德联合卫理公会教堂

26. squirrel: 积攒

couple of electric bill payments... and had to give my son a bath by candle light... where I wanted to be seen so far in the distance... then my son looked at me, with his face illuminated²⁷ by the light of the candle, 'Poppa, you know what? You're a good poppa.' Aw, man, I forgot the worries."

From that point his career bloomed²⁸.

"If you want to, one day you could make a million dollars."

Mementos²⁹ of Gardner's humble beginnings and world-class travels decorate his stylish Chicago office: a little desk, the first piece of furniture in his office. And his prized possession: a crystal vase filled with soil from South Africa.

"This is dirt from former South African president Nelson Mandela's backyard. He knew the house was bugged³⁰... so the times he had to talk to someone they'd go out into the yard and walk around... they cried their tears in there... if I had to grab one thing and leave because of an emergency, that would be it."

Gardner admits that he cried when he met Mandela because the former jailed freedom fighter greeted him with words that no man had ever said to him before. "He said, 'Welcome home, son.'"

Gardner says he got a revelation³¹ about South Africa after his cathartic³² meeting with Mandela.

"No test, no testimony," says Gardner, adding that "God was getting me ready... I had to go to boot camp³³. I didn't know it at the time."

"The good Lord³⁴ has something He wants me to do in South Africa. That can't nobody on Wall Street do. I believe that. And had I not had the experiences that I did have, had I not had the life I have had, I could be just another cat³⁵ writing tickets³⁶ and making money."

"There's a little piece of work we all can do called God's work, and I'm trying to do my little piece and ain't nobody got to say it's OK but me and Him."

27. illuminate: 照明, 照亮

28. bloom: 兴旺, 繁盛

29. memento: 纪念品

30. bug: 窃听

31. revelation: 新发现, 启示

32. cathartic: 导泻的, 净化的

33. boot camp: 训练新兵的营地

34. Lord: 上帝

35. cat: 富豪, 大亨

36. writing tickets: 签发票据



幸福敲门:从无家可归到百万富翁

“只要有决心,就能收获百万财富。”

——克里斯·加德纳

你一定听说过许多单亲妈妈克服万难,含辛茹苦抚养子女的故事,但可能从未听说过单亲爸爸为养育儿女也同样历尽艰辛。克里斯·加德纳就是这样一位单亲爸爸。

那时加德纳无家可归,在旧金山街头露宿,艰难抚养幼子。他曾在海军服过短役,只有高中文化程度,最终竟成为白手起家而身价百万的股票经纪人与商业家。

面前这位和蔼可亲的百万富翁犹如一位可爱的大叔,急着把他的秘笈向你和盘托出。他百折不挠的经营才干,使他成为华尔街最成功的黑人之一,并在芝加哥金融区成立了生意兴隆的个人经纪公司。

然而这位加德纳经纪公司的总裁在五十年代的密尔沃基市,和他的兄弟姐妹在母亲贝蒂·简·加德纳的抚养下经历过一段艰苦的成长岁月。这些事情在加德纳心中留下了深深的烙印。他发誓等他当了父亲,一定要让子女们过上幸福生活。

这位五十二岁的创业者毫不掩饰他对母亲的怀念,因为她曾告诉他:“只要有决心,就能收获百万财富”。这个信念如灯塔般指引着他,即便是当他无家可归、身负幼子露宿于街心公园之时也不例外。

他的回忆录《当幸福来敲门》,大胆披露了诸多社会共同关注的话题,如:家庭虐待、文盲、精神疾病、儿童性骚扰、酗酒、贫穷、流离失所等,为所有初为人父的年轻爸爸们的成长提供了指导与帮助。

演员、说唱艺人、制片人威尔·史密斯深受此书影响,买下了此书的制片权,并于12月在同名影片中领衔主演。

加德纳在海军服役后迁至旧金山做医疗器械推销员,与女友和幼子勉强维持生计。改变他人生的时刻是在1981年的一天。那天,他注意到一位开红色法拉利跑车的男士在寻找车位。

“我对他说:‘您可以停在我的车位上,只要您回答我两个问题就行。您是做什么的?是怎么做的?’”

那人说他是股票经纪人,月收入八万美元,比加

