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英语

从普通上班族到纵横捭阖的国际性商业人才

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全国第一套新概念超轻松商务英语读本

白领精英、年轻俊杰必备职场锦囊

# 80后的新富豪

◆ 主编 成应翠 蒋佳池

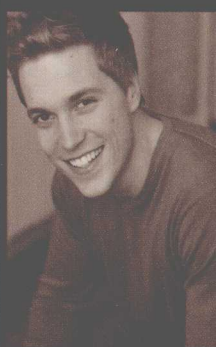
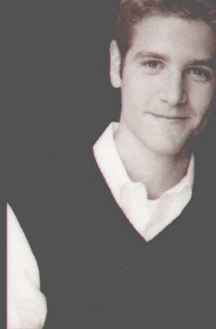
◆ 审校 Sheryl Song (澳)

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- 摩登生活引路人  
*Guide to Urban Life*



科学出版社

www.sciencepress.com





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英语

# Salon Talks on Young Millionaires

## 80后的 新富豪

科学出版社

北京

图书在版编目 (CIP) 数据

80后的新富豪: 英汉对照 / 成应翠, 蒋佳池主编. —北京:  
科学出版社, 2009

(品商战 淘英语)

ISBN 978-7-03-026035-2

I. 8… II. ①成…②蒋… III. ①英语-汉语-对照读物  
②商业经营-经验 IV. H319.4: F

中国版本图书馆CIP数据核字 (2009) 第207776号

丛书策划: 胡升华 郝建华/责任编辑: 阎莉 刘彦慧 张培  
责任校对: 鲁素/责任印制: 赵德静/封面设计: 王巧梅

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科学出版社 出版

北京东黄城根北街16号

邮政编码: 100717

<http://www.sciencep.com>

铭浩彩色印装有限公司 印刷

科学出版社发行 各地新华书店经销

\*

2010年1月第一版 开本: B5 (720×1000)

2010年1月第一次印刷 印张: 14 1/2

印数: 1—6 000 字数: 376 000

定价: 28.00元

(如有印装质量问题, 我社负责调换)

# 序

## FOREWORD

职场“白骨精”必看的高品质、零压力商务英语读本

当岁月的年轮悄然拂过21世纪的门槛，关山万里仅需鼠标轻点已是宛在眼前，浩渺重洋只要银鹰展翅即可朝发夕至。世界已经变成一个小小的村落，而这个村落的绝大多数人都匆匆地行走在商业的朝圣之旅上。全球化已成为现代商业世界中最重要主题，商业管理、市场营销、金融投资等领域的跨国人才已是供不应求。那些拥有专业技能、掌握若干门外语、坐着商务舱全球穿梭的国际性商业精英正在成为年青一代的新偶像。

用英语快速捕捉商业信息、流畅自如地进行商务交流是全球化时代职场精英必备的技能。掌握这项技能不能仅靠“学英语”，还要频繁“用英语”，将浅层次的语言技巧演变为自然语感，才能达到信手拈来即可左右逢源的境界。但是，现代生活节奏加快，信息庞杂，人们可自由支配的时间越来越少。因此，按自身需求理性选择阅读材料，使阅读效益最大化，这对忙碌的上班族来说尤为重要。如果你打算在最短的时间内领略最有价值的商务智慧、商务理念、商务文化，同时巩固和提高英语水平，“品商战 淘英语”丛书将是最佳选择。

本丛书集国内外成功企业或人士有关投资、理财、经营等领域的丰富经验与原汁原味的英文于一体，再加上清晰流畅的栏目设置、图文并茂的版式设计，倾力打造全国第一套“高品质、零压力”商务英语读本。让你在愉悦的氛围中品

味商业智慧，“淘”到地道英语。

本丛书共10册，内容涉及理财、投资、营销、经营、CEO、新富豪、企业文化、品牌、竞争及创业等内容。

**《学富人 做富人》** 处在知识经济时代，家庭积蓄的合理安排迫切需要我们拥有科学的理财方法。因此，为给读者提供成功的理财方法、合理的理财观念及培养理财观念的妙招，本书辑录了20几位名家的理财理念和办法，通俗易懂的解析将有效地引导你树立卓越的理财观念，并让你感觉像博多·舍费尔所说的那样，“为未来做好事的最好方法是筹划它，理财不仅是筹划未来，更重要的是购买未来”。

**《80后的新富豪》** 你也许还在为找不到足够的创业资金而烦恼，认为创业只是富人的游戏……但是，当那些80后的新富豪迅速崛起的时候，你将发现创业和致富并没有那么艰难。一个玩笑、一次机遇、一个点子、一套设备、一次大胆的尝试……居然都可以让他们的富豪梦变成现实，你还在为自己的退缩找理由吗？本书收集了20几位80后新富豪的创业经历，他们“只为成功找方法，不为失败找借口”，一定能点亮你的创业激情，帮你找到创业的切入点。

**《人人都可以是投资高手》** 金融投资是商战中的“原子战”，利益与风险同在，海水与火焰相拥。金融专家现身说法，向你展示做生意的最高境界——“以钱生钱、富甲天下”。为引导读者科学投资，本书为你收集了20几位成功人士的投资经验，并为你讲解必备的投资知识及高效的投资策略，希望给你带来异样的投资惊喜。

**《大牌CEO的招数》** 运筹帷幄、超额薪水、靓车美衣——大牌CEO是市场竞争中的高级操盘手，他们的商业手段行云流水、千变万化、层出不穷，值得仔细品味。意欲成为一名成功的CEO，就必须学会充分利用管理策略和原则，把领导权力和管理技能完美地糅合在一起，以充分调动公司成员的积极性和创造性。本书收集了20几位大牌CEO的奇思妙招，或许会给你带来意想不到的收获。

**《你的公司什么性格》** 大道无形，商者无域。世界顶级企业更像一个大家庭，有着或激越、或轻灵、或温馨、或冷峻的企业文化，吸引着来自全球的各路精英。企业文化不但彰显着企业人的理念，凝聚着员工的信仰，也决定着企业的未来。为帮助诸多公司和企业人建构起自己企业的企业文化，本书

收集了20几家著名企业的企业文化，定会对你探索优秀的企业文化有所帮助。

**《大品牌 小故事》** 本书浓墨重彩，着力介绍世界顶级企业在打造品牌方面的宝贵经验：技术领先、质量卓异、风格独特、引领潮流，让你饕餮品牌盛宴。本书收集了20家企业的王牌品牌，探索他们品牌建构背后的故事，并为你带来最高效的品牌战略。

**《制造竞争优势》** 经济的发展为企业带来了机遇，同时也带来了激烈的竞争，企业不得不在机遇与挑战的夹缝中生存。价格、技术、产品、创意、品牌、营销、附加值……明星企业信手拈来，看似轻松随意的组合，却让竞争对手望而却步、退避三舍。本书收集了20几家名企的竞争策略，帮你寻找自己的优势并确定企业竞争策略。

**《生意经交流吧》** 在经济一体化发展的大环境下，面对瞬息万变的市场及严峻的竞争环境，企业为谋求生存和不断发展，就必须采用新颖独特的经营策略，发挥出最大的能力来赢取效益。为此，本书精选了国内外近20位知名人士的经营之道，他们的成功经验或许能帮你创新经营理念，改革经营方式，带来更好的经营效益。

**《解密“赢”销商》** 在企业竞争日益激烈的今天，企业效益好坏来自市场开拓的效果。对于一个产品质量过硬的企业来说，必然需要建构一支战斗力强、效率高的营销队伍，全方位探索科学的营销策略。企业及其营销人员只有采用科学的营销策略，才可能广泛地拓展企业的销售市场。本书收集的20几家著名企业的营销策略及理念，不但可以为处于营销困境的企业指点迷津，而且还会对营销人才的成长有指导意义。

**《我的第一桶金》** 创业者的“第一桶金”蕴涵着怎样的奥秘？我们无法给予统一的答案。成功者背后的故事充满着酸甜苦辣：或是艰辛劳累，或是机缘巧合，或是贵人相助，或是突发奇想……本书辑录了20几位成功创业者的经验之谈，他们第一桶金的掘金之旅想必可以激发你创业的勇气和胆识。

在本丛书的编写过程中，编者秉持“内容至上、读者第一”的创作理念，查阅了大量的商务文献，力求所选案例的新颖独特。为保证内容的指导性和实战性，编者按照精益求精的原则，选择最具影响力的名人、名企，隆重推出最新的经营管理理念。

本丛书具有以下特色：

**1. 实战性强** 本着“通俗易懂，学即能用”的原则，编者精选了国内外最具特色的经典案例，并对其成功之处予以细致入微的解读，把最核心的经验智慧提供给你。

**2. 图文并茂** 为规避传统商务类著作的枯燥乏味，我们通过各种途径收集了一些相关的图片，让你在轻松的氛围中品味英语的多姿多彩、商战的波诡云谲。

**3. 母语导读** 为帮助你借鉴成功经验与提高英语水平，本丛书设计了中文导读模式，并对文中的疑难词语附有中文解释。

**4. 趣味性强** 为进一步调节你阅读时的心情，我们特在篇末设置“小故事，大智谋”模块，精选的智慧小故事也会保证你学习愉悦两不误。

**5. 点亮你的思维** 我们从文中特意挑选出经典睿智的好句子，希望能点亮你的商业思维，提升你的商业智慧。

**6. 重点阅读推荐** 为帮助百忙中的你在最短的时间内习得最有价值的商场智谋，本丛书的每篇文章都设置重点阅读段落推荐，在文中用“★”标示出。

清朝学者张潮的笔记小品《幽梦影》中有言“文章乃案头之山水，山水是地上之文章。善游山水者，无之而非山水：书史亦山水也；诗酒亦山水也；花月亦山水也。”当你打开本丛书，一篇篇清丽的文章就像是虫鱼花草、山间晓月，足以“怡情、博彩、长才”，让你开卷获益、掩卷深思。

本丛书涉及面甚广，囿于时间和水平所限，疏漏之处在所难免，尚望读者不吝批评指正。

编者

2009年末于北京



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Don't release any product unless you know for sure it's as good as you get it to be.

—John Earle

除非你有把握你的产品尽善尽美，否则不要销售。

——约翰·厄尔

## Topic 1

John Earle:

### A Bakery Case Full of Cupcake-and- Crossbones Sweatshirts

Johnny Cupcakes创始人约翰·厄尔：

## 蛋糕店还是服装店？

相信很多人都渴望别出心裁、与众不同。许多不甘平庸的人绞尽脑汁，思索如何在芸芸众生中脱颖而出。如果你是这样的人，你一定会喜欢Johnny Cupcakes衬衫，你也一定会佩服约翰·厄尔，一个把服装店改造成蛋糕店的奇特人物。下面就让我们一起欣赏一下约翰的创意吧。



## 新富豪剪影

2008年，约翰·厄尔被《商业周刊》评为“美国最杰出的年轻企业家”。他因一句玩笑话开创了一个独特的服装品牌，即John Cupcakes。该品牌旗下产品有T-恤衫、短袖、毛衣、珠宝、内衣、腰带及饰针等。这些产品备受顾客青睐，销量逐年上升。约翰把自己的店铺打造成了以面包店为主题的高端精品店，并跻身于世界顶级商品一条街，实现了成为百万富翁的梦想。

**J**ohn Earle is the Founder and Owner of John Cupcakes, a clothing brand. In 2001, Earle dropped out of music college after just two weeks. On a lark, he made a T-shirt with an image of a cupcake atop a pair of cross bones, which then became the iconic symbols of his clothing line. The Johnny Cupcakes line included shirts, shorts, sweaters, jewelry, undergarments, belts and pins. Earle hoped to expand Johnny Cupcakes by adding a shoe line and watches. In 2007 sales hit \$2.29 million and Earle—who said the business became profitable in 2006—expected revenue to jump to \$3.75 million the next year. John Earle was named one of the Best Young Entrepreneurs of U.S. by *Business Week* in 2008.



## 最In的服装品牌

### 19岁，敢想敢做的年代

约翰·厄尔小的时候，就不想为别人打工。19岁时，他就在波士顿开了一家服装店，店名叫Johnny Cupcakes，这个名字来源于同事们给他取的绰号。这家服装店十分独特，以致在当地只要提到约翰的名字，几乎无人不知。那么，这家服装店到底独特在哪儿呢？当你走进店内，就会立刻闻到一股浓郁的蛋糕味。这太邪门了！这家服装店从装潢到店内摆设，怎么看都像是一家蛋糕店。可是这家“蛋糕店”卖的却是运动衫，这些运动衫上都印有“蛋糕和交叉骨头”图案；再来看看冰柜，里面也装满了T-恤衫。同时，店内还有面粉机、旧式炉灶等。只要有顾客路过此店，没有不把它当作面包店的。



When John Earle was a kid, he knew he didn't want to have a boss. "I used to want to be the guy on Police Academy who did sound effects all the time," Johnny says. True to his inner prankster (爱开玩笑的人), he

started coming up with ways to work for himself.

"You have to spend money to make money". As early as junior high, Johnny was purchasing pranks wholesale and packaging them with his trademark ingenuity. When this almost got him expelled—itching powder sent an allergic classmate to the ER (Emergency Room)—Johnny switched his business to candy and outsold the school store.

After graduating from high school in 2000 John Earle went to college just for a few weeks. After he dropped out of college he started a pin business making random designs and selling them at hardcore shows and shops. Johnny even had a small group of kids that would buy pins from him wholesale and sell them at their schools. He had a database of shops that sold his pins. In addition to the pins, Johnny worked once or twice a week at a silk screening shop, as well at Newbury Comics. Almost every day when he went to work, John was given a different completely random



nicknames—"Johnny Appleseed", "Johnny Coffeecakes", "Johnny Cupcakes", "Johnny Pancakes", etc. While working at the silk screening shop, John made T-shirts for the metal hardcore band he used to be in. He decided to make a few shirts that said "Johnny Cupcakes" on them for the fun of it.

The first thing you notice upon entering Johnny Cupcakes is that it actually smells like cupcakes. But peer into a bakery case full of cupcake-and-crossbones sweatshirts, open a refrigerator stuffed with "make love not cupcakes" tees (T-shirts), search the downtown Boston store, from 1,000-pound dough (生面团) machine

to vintage (古老的) stove, and such cakes are nowhere to be found.

"Evil, evil, evil," said one potential buyer, lured in by a frosting craving and finding only cotton. But a few grumpy (性格乖戾的) sweet-teeth notwithstanding, eighty percent of hungry customers end up leaving with something to wear. And even if designer clothing—or "unique, limited, wearable art"—isn't your cup of tea, if you live in Boston you either know who Johnny is or think you do. His name is just that catchy, his clothes are just that fun, and his word-of-mouth advertising scheme is just that ingenious.

"It's impossible to look in the store and see that it's not a bakery," said Johnny—age: 24, real name: John Earle—who started the company when he was nineteen and described its rocketing rise as something of a fluke (侥幸成功).

## 最好的促销广告——口口相传

约翰的设计创意层出不穷，流行文化标志都可以用蛋糕符号取代。他曾是一名乐队成员，乐队经常出外演出，他带着自己的T-恤衫，四处销售。Johnny Cupcakes衬衫最早的客户就有乐队成员，这些人穿着印有“蛋

糕和交叉骨头”图案的衬衫四处旅行、拍照或拍摄MTV。这样一来，一传十，十传百。慢慢地，了解Johnny Cupcakes这一品牌的人越来越多。口口相传是最好的广告，他曾经在几家杂志上做过广告，效果都不及此。



Wearing his Johnny Cupcakes T-shirt to work caused an interest among colleagues and customers. They wanted one as well. While at work, he would get a lot of compliments, questions, smiles and requests for his T-shirt. He ordered a dozen Johnny Cupcakes shirts and sold out of them the day he took them off the press. One person would tell ten people, and ten people would tell 100 people. So many people would come into Newbury Comics, asking John for Johnny Cupcakes shirts. A few times a day, nearly every day—Johnny would have to pretend to go to the bathroom so he could sneak out and sell gear out of the trunk of his 1989 Toyota Camry.

John started brainstorming and sketching up so many different ideas and designs. He began making fun of pop culture by replacing familiar icons with cupcakes. Some of his original customers were in bands and toured as well. They would wear cupcake gear across the globe, in photo shoots and in their music videos. That built up a lot of national and international curiosity and familiarity with Johnny

Cupcakes. John was singing in a band called “On Broken Wings” while working part time in Boston’s Newbury Comics and a silkscreen store. This band finally got signed to a record label in 2001 and they began to tour full time. John would bring T-shirts on tour and sell them out of his suitcase.

John was packing his suitcase with 98% cupcake T-shirts and selling them at a lot of the shows, from the back of their band’s van. Some shows he would even sell more Johnny Cupcakes T-shirts than the band did with their merchandising. Through word of mouth, his customers knew who John was and what he did. They would search for him at every show. A strong Johnny Cupcakes following developed in just about every state. John calls it a cupcake cult following. Kids would collect every shirt in every color available.



## 爆版的衬衫，为何要限量？



拉斯维加斯贸易博览会促使 Johnny Cupcakes 衬衫远销日本、意大利和澳大利亚、伦敦、加拿大等国家和地区。随着客户的不断增加，约翰意识到广泛的销售虽然最初有利可图，但是最终并没有什么好处。他说如果想要全世界的人都穿上 Johnny Cupcakes 衬衫，最好的方法是仅在几个精品店里出售，买起来有点难度才行。能够让全世界看到自己的衬衫，约翰感到非常兴奋。于是，他决定推出连锁店，只在几家精品店里出售 Johnny Cupcakes 衬衫。这也许是公司成立以来最有价值的决定，所有的衬衫都是限量版的。虽然限量版衬衫价格昂贵，但是人们喜欢。

**I**n his first trade show in Las Vegas and he had to prepare for it all by himself, which is his first

stop as a burgeoning entrepreneur. “I was really hesitant to do (the first trade show) because it cost a lot of money,” said Johnny, who ended up shelling out big bucks for a booth and attracting the attention of stores in Japan, Italy, and Australia. But as his database grew, he realized widespread selling might be initially lucrative (有利可图的) but eventually unrewarding. “As much as I wanted my shirts to be seen all over the world, I decided it would be best if I made the products harder to get by keeping them in a few cute stores.”

At first, he ordered chef outfits for his friends and himself to wear. In addition to that—he threw together a catalog with his photographer and good friend, Dave Green. When he flew off to Las Vegas, he met a lot of great people and learned a lot of things. John ended up getting in some shops in Japan, Italy, London, Canada and in some other U.S. locations. He was excited to have something he created and worked hard on, to be seen all over the world.

However, during the last day of the trade show John saw a lot of