

上海汽车工业（集团）总公司 编

DIALOGUE WITH THE WORLD

与世界对话

胡茂元诠释上汽集团价值观的寓言故事

Parables through which
Hu Maoyuan
Interprets
the Corporate Values
of
SAIC

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The Values of Shanghai Automotive Industry Corporation (Group) are also called SAIC Values as SAIC are just initials of the full name of the corporation.

* * *

A subtle and perfect blend of the name of Shanghai Automotive Industry Corporation (Group) and the development direction and value orientation of the Group together, SAIC bears the profound and precise connotations of the values of Shanghai Automotive Industry Corporation (Group) as:

- S stands for "Satisfaction from customer";
- A stands for "Advantage through innovation";
- I stands for "Internationalization in operating";
- C stands for "Concentration on people".

* * *

In light of the fundamental connotations of SAIC Values, Shanghai Automotive Industry Corporation (Group) has applied the values to the management of production and operation, and designed painstakingly four corresponding operation platforms, namely the Project of Customer Satisfaction, the Project of Overall Innovation, the Project of Internationalized Operation, and the Project of People-based Management.

序

上汽集团董事长、党委书记 陈祥麟

—— 一个好的故事，寓教于乐，动心入脑，给人以启迪。

胡茂元总裁善于旁征博引，经常精选出一个故事，形象生动地诠释一个道理，给广大干部职工留下了深刻的印象。潜移默化，使大家在听故事当中接受上汽集团的价值理念和管理思想；日积月累，逐渐成为上汽集团企业文化的重要组成部分。

把胡茂元总裁近几年来讲的精彩故事汇编成《与世界对话——胡茂元诠释上汽集团价值观的寓言故事》一书，按照上汽集团价值观“满足用户需求、提高创新能力、集成全球资源、崇尚人本管理”四大理念，精选了25个寓言故事。每个故事由“讲故事的背景”、“寓言故事”、“故事寓意”三个部分组成，还请上海知名画家潘文辉先生配了漫画。通过这些故事而阐发的理念，是上汽集团价值理念及管理思想的总结和提升，对上汽员工进一步统一理念、形成共识，对中国企业管理层启迪思维、开阔思路，对广大读者了解上汽、认识上汽都是大有裨益的。

Preface

Chen Xianglin

Board Chairman of SAIC and Secretary of CPC SAIC
Committee

A good story is instructive and entertaining, thus moving the heart and inspiring the mind.

Expert in quoting from various sources, President Hu Maoyuan has regularly related most relevant parables, each giving bright light to a truth and leaving a deep impression on the management and the employees at all levels of SAIC. Having drawn morals from the stories, they've come to understand and accept the values and management philosophy of SAIC, which has over time become an integral part of the corporate culture of SAIC.

We've gathered and edited the instructive stories that President Hu has told over the recent years as a collection entitled ***Dialogue with the World — Parables through which Hu Maoyuan Interprets the Corporate Values of SAIC***, which includes 25 parables with the four major themes of SAIC Values: "Satisfaction from customer, Advantage through innovation, Internationalization in operating, and Concentration on people". Each parable is composed of three sections, i. e. , "The Background", "The Parable", and "The Moral", and is illustrated with a cartoon picture drawn by Mr. Pan

哲理是人类共同的财富。通过讲故事，深入浅出诠释哲理，情通理达，理明导行，必将产生无穷无尽的力量。

Wenhui, a famous painter in Shanghai. The philosophy set forth in these stories is the summary and sublimation of the corporate values and management concepts of SAIC. Therefore, it is of a great help for our staff members to rally on a more clearly defined common ground under more coherent guide-lines, for the management of Chinese enterprises to open up their mind, and for readers in general to gain more knowledge about and better understand Shanghai Automotive Industry Corporation (Group).

Philosophy is the common wealth of human beings. Stories that explain profound philosophical notions in a simple way may guide the actions of people by reasoning and appealing to their emotion, thus generating an inexhaustible power.

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第一篇
Chapter One

滿 足 用 戶 需 求

**Satisfaction from
Customer**

