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精英凭什么这么说

现场 视频

中英



用新视界晋升思想的阶梯

HOW DARE THE ELITES TO SAY IT

北京市外文音像出版社

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现场高清视频

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深刻英文演讲系列 ● Profound English Speeches

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对我而言，成功即是我能使身边多少双眼睛闪闪发亮。



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永远不要试图超过别人，总要向别人学习。永远不要放弃，总要尽己所能，做到最好。这是真正的成功。

Speech 1 蚊子与疟疾

——全球首富比尔·盖茨的演讲



威廉·亨利·盖茨三世(William Henry Gates III)，全球个人计算机软件的领先供应商——微软公司(Microsoft)的创始人、前任董事长和首席执行官。

盖茨和妻子梅琳达创立了比尔及梅琳达·盖茨基金会，捐赠了超过240亿美元以支持在全球医疗健康和教育领域的慈善事业。他们希望随着人类进入21世纪，这些关键领域的科技进步能使全人类都受益。

在这篇演讲中，盖茨阐述了疟疾对人类所产生的致命影响，并且指出，尽管在发达国家中，已经销声匿迹，但在贫困国家中，疟疾每年可以夺去上百万人的生命，全球超过两亿人随时生活在疟疾的阴影之下，而贫困国家却没有足够的资金用于解决这一问题。人们对秃顶的重视程度高于疟疾，这是极大的讽刺。

盖茨身体力行，自己积极参与到帮助发展中国家的医疗健康事业中，在演讲中，他指出了目前他创办的慈善机构所做出的努力及成效。他也呼吁社会科学家、数学家、医药公司、富国政府一起来参与。

他说：“只让穷人感受蚊子的存在，是毫无道理的。”

Mosquitoes and Malaria

February 2009

I wrote a letter last week talking about the work of the foundation, sharing some of the problems. And Warren Buffet had recommended I do that — being honest about what was going well, what wasn't, and making it kind of an annual thing. A goal I had there was to draw more people in to work on those problems, because I think there are some very important problems that don't get worked on naturally. That is, the market does not drive the scientists, the communicators, the thinkers, the governments to do the right things. And only by paying attention to these things and having brilliant people who care and draw other people in can we make as much progress as we need to.

So this morning I'm going to share two of these problems and talk about where they stand. But before I dive into those I want to admit that I am an *optimist*¹. Any tough problem, I think it can be solved. And part of the reason I feel that way is looking at the past. Over the last century, average *lifespan*² has more than doubled. Another statistic, perhaps my favorite, is to look at childhood deaths. As recently as 1960, 110 million children were born, and 20 million of those died before the age of five. Five years ago, 135 million children were born — so, more — and less than 10 million of them died before the age of five. So that's a *factor* to reduction of the childhood death rate. It's a *phenomenal*³ thing. Each

蚊子与疟疾

2009年2月

蚊子与疟疾
Speech 1

上一周我写了一封信，谈到了基金会的工作情况，分享了我们面临的一些问题。巴菲特建议我这样做——开诚布公地说明好的地方和不好的地方，以类似于年度报告的形式来完成它。我的一个目标就是要吸引更多的人加入，共同致力于解决这些问题，因为我相信有一些至关重要的问题，被不自觉地忽视了。换言之，市场没有驱使科学家、交流者、思想家和政府努力去做正确的事情。唯有重视这些问题，让关心此事的精英参与并吸引更多的人加入，我们才能取得应有的进步。

因此今天早晨我要与大家分享其中的两个问题，并且谈一谈它们的现况。不过在我开始深入探讨之前，我要向大家承认一点，我是一个乐观主义者。我相信任何难题，都能被解决。我之所以有这个信念，部分原因就在于回顾过去时，给了我展望未来的信心。在过去的一个世纪中，人的平均寿命增长了一倍多。另一个最令我喜悦的统计，是儿童死亡率的下降。就在1960年，有1.1亿儿童出生，其中有2千万人在5岁以前就夭折了。而5年前，有1.35亿儿童出生，出生率增加了，而在5岁前夭折的儿童

NOTES

- ① optimist
['ɒptənist] n.
乐观主义者
- ② lifespan
['laɪf'spæn]
n. 寿命，生命期
- ③ phenomenal
[fə'nomənəl]
adj. 现象的，非凡的

one of those lives matters a lot.

And the key reason we were able to it was not only rising incomes but also a few key breakthroughs: vaccines that were used more widely. For example, measles was four million of the deaths back as recently as 1990 and now is under 400,000. So we really can make changes. The next breakthrough is to cut that 10 million in half again. And I think that's doable in well under 20 years. Why? Well there's only a few diseases that account for the vast majority of those deaths: diarrhea^①, pneumonia^② and malaria^③.

So that brings us to the first problem that I'll raise this morning, which is how do we stop a deadly disease that's spread by mosquitoes^④?

Well, what's the history of this disease? It's been a severe disease for thousands of years. In fact, if we look at the genetic code, it's the only disease we can see that people who lived in Africa actually evolved several things to avoid malarial deaths. Deaths actually peaked at a bit over five million in the 1930s. So it was absolutely gigantic^⑤. And the disease was all over the world. A terrible disease. It was in the United States. It was in Europe. People didn't know what caused it until the early 1900s, when a British military man figured out that it was mosquitoes. So it was everywhere. And two tools helped bring the death rate down. One was killing the mosquitoes with DDT. The other was treating the patients with quinine, or quinine^⑥ derivatives. And so that's why the death rate did come down.

Now, ironically, what happened was, it was eliminated from all the temperate zones, which is where the rich countries are. So we can see: 1900, it's everywhere. 1945, it's still most places. 1970, the U.S. and most of Europe have gotten rid of it. 1990, you've gotten most of

人数不到1千万。由这两项数据，可以看出儿童的死亡率下降了，这是一个意义非凡的事情。每一个小生命得到拯救，都有着无比宝贵的意义。

我们之所以能取得这个进步，关键原因不仅在于收入增加，而且包括几个重要的突破：疫苗得到更广泛的使用。举例来说，就在最近的1990年，有4百万人死于麻疹，而现在死亡人数下降到了40万以下。我们确实能够带来改变。下一个突破是将一千万死亡儿童的数目再减少一半。而我认为在20年内，这个目标足以实现。为什么？因为目前高致死率的疾病只有几种：腹泻、肺炎和疟疾。

因此这就引出了我今天早晨要谈的第一个问题，即我们该如何阻止蚊子传播这种致命的疾病？

这种疾病的历史如何？数千年来，疟疾一直是一种重病。实际上，如果查看基因代码，它是唯一的一种引起基因变异的疾病，我们发现在非洲生活的某些人群已经产生了抗疟疾的基因变异，能够降低死亡率。在上个世纪30年代，死亡人数曾达到最高峰，超出了5百万。数目非常庞大。这种疾病分布在全世界，是一种可怕的疾病。在美国、欧洲都曾有过它的踪迹。过去人们一直不知道是什么引起了疾病，直到二十世纪早期，一位英国军人发现蚊子才是元凶，因此疟疾才四处流行。有两种工具帮助人们降低了死亡率。一种就是使用农药滴滴涕消灭蚊子。另一种就是使用奎宁或奎宁衍生物医治患者。这就是死亡率下降的原因。

具有讽刺意味的是，这种疾病从整个温带地区销声匿迹了，这正是富裕国家所在的位置。因此我

NOTES

- ① **diarrhea**
[ˌdaɪəˈri:ə] n.
痢疾，腹泻
- ② **pneumonia**
[nju:ˈmæunjə] n.
肺炎
- ③ **malaria**
[məˈlerɪə] n.
疟疾
- ④ **mosquito**
[məˈski:təu] n.
蚊子
- ⑤ **gigantic**
[dʒaɪˈɡæntɪk] adj.
巨大的
- ⑥ **quinine**
[ˈkwɪnɪn] n.
奎宁

the northern areas. And more recently you can see it's just around the equator¹.

And so this leads to the paradox that because the disease is only in the poorer countries, it doesn't get much investment. For example, there's more money put into baldness² drugs than are put into malaria. Now, baldness, it's a terrible thing. And rich men are afflicted. And so that's why that priority has been set.

But, malaria — even the million deaths a year caused by malaria greatly understate its impact. Over 200 million people at any one time are suffering from it. It means that you can't get the economies in these areas going because it just holds things back so much. Now, malaria is of course transmitted³ by mosquitoes. I brought some here, just so you could experience this. We'll let those roam around the auditorium a little bit. There's no reason only poor people should have the experience. Those mosquitoes are not infected.

So we've come up with a few new things. We've got bed nets. And bed nets are a great tool. What it means is the mother and child stay under the bed net at night, so the mosquitoes that bite late at night can't get at them. And when you use indoor spraying with DDT and those nets you can cut deaths by over 50 percent. And that's happened now in a number of countries. It's great to see.

But we have to be careful because malaria — the parasite evolves and the mosquito evolves. So every tool that we've ever had in the past has eventually become ineffective. And so you end up with two choices. If you go into a country with the right tools and the right way, you do it vigorously⁴, you can actually get a local eradication⁵. And that's where we saw the malaria map shrinking. Or, if you go in kind of half-heartedly, for a period of time you'll reduce the disease burden, but eventually

们可以看出：1900年，它在世界各地肆虐。1945年，它仍然存在于绝大多数地方。1970年，它在美国和欧洲的大部分地区已经绝迹。1990年，北半球大部分地区已经摆脱了疟疾的阴影。最近，你能看出它只存在于赤道地区。

情况变得非常矛盾，因为只有贫困国家才受到这种疾病的危害，因此就少有投资用于解决这个问题。例如，对治疗秃顶的投资要多过疟疾。现在，秃顶成为一件可怕的事，而且富人们都饱受其苦，因此秃顶得到了优先重视。

但是疟疾的影响是巨大的，它每年可以夺去上百万人的生命，而且它的影响远不止于此。有超过两亿的人，随时生活在疟疾的阴影之下。这就意味着疟疾流行地区的经济难以发展，因为受其牵制太大。当然疟疾是由蚊子传播的。我带来了一些蚊子，只为了让你们有机会感受一下。让它们在会堂四处散散步。只让穷人感受它们，是毫无道理的。放心，这些蚊子没有感染疟疾。

我们已经有一些新的发明。我们有蚊帐，它非常有用。它意味着母亲和孩子可以在蚊帐里，安然度过夜晚，深夜出来觅食的蚊子再也无计可施。如果你使用室内杀虫喷雾和蚊帐，就能使死亡率下降一半多。这种进步正出现在许多国家里。这真是非常好。

但对于疟疾，我们不可以掉以轻心，因为寄生虫和蚊子都在进化；所以我们过去所使用的每一种工具，都将会有失去效果的一天。因此最终你只有两种选择。假如你带着正确的工具和正确的方法，

NOTES

- ① equator
[i'kweɪtə] n.
赤道
- ② baldness
['bɔːldnis] n.
光秃，露骨
- ③ transmit
[træns'mɪt]
vt. 传输，传达
- ④ vigorously
['vɪgəərəsli]
adv. 有力地，
健壮地
- ⑤ eradication
[ɪræ'fi'keɪʃən]
n. 根除

those tools will become ineffective, and the death rate will soar back up again. And the world has gone through this where it paid attention and then didn't pay attention.

Now we're on the upswing. Bed net funding is up. There's new drug discovery going on. Our foundation has backed a vaccine that's going into phase three trial that starts in a couple months. And that should save over two thirds of the lives if it's effective. So we're going to have these new tools.

But that alone doesn't give us the road map. Because the road map to get rid of this disease involves many things. It involves communicators to keep the funding high, to keep the visibility high, to tell the success stories. It involves social scientists, so we know how to get not just 70 percent of the people to use the bed nets, but 90 percent. We need mathematicians to come in and simulate this, to do Monte Carlo things to understand how these tools combine and work together. Of course we need drug companies to give us their expertise. We need rich—world governments to be very generous in providing aid for these things. And so as these elements come together, I'm quite optimistic that we will be able to eradicate malaria.

进入一个疟疾流行的国家，并且大力度地开展工作，你就能够在局部地区使疟疾彻底灭迹。正因为这样，我们看见疟疾流行地区的版图越来越小。或者，你三心二意地去做，在短时间内，你减轻了疾病带来的负担，但最终这些工具会失去效果，而死亡率还会再次反弹。因为一段时间重视，一段时间又麻痹大意，世界已经品尝过这样的教训了。

现在我们的工作正在积极拓展。蚊帐基金已经建立，在药物研究方面也有新的发现。我们的基金支持了一项疫苗项目，在几个月之内，该疫苗即将进行第三阶段的试验。如果成功，它将能拯救超过三分之二疟疾患者的生命。因此我们即将拥有这些新的对抗工具。

但仅此一点，还不足以决定全局。因为消灭疟疾的计划还包括许多事情：包括交流者努力维持充足的资金，保持高度的透明度，传播成功的故事；包括社会科学家的努力。这样我们能知道如何动员90%的人使用蚊帐，而不仅是70%。我们需要数学家的加入，通过蒙特卡洛方法模拟实验，使我们明白这些工具该如何配合使用。当然我们还需要医药公司的专业协助。我们的工作，还需要富国政府的大力援助。对此我非常乐观，只要这些因素联合起来，我们将能彻底消灭疟疾。

NOTES

① simulate

[ˈsɪmjəˌleɪt]

vt. 假装，模仿

佳句撷英

There's only a few diseases that account for the vast majority of those deaths: diarrhea, pneumonia and malaria.

因为目前高致死率的疾病只有几种：腹泻、肺炎和疟疾。

And so this leads to the paradox that because the disease is only in the poorer countries, it doesn't get much investment. For example, there's more money put into baldness drugs than are put into malaria. Now, baldness, it's a terrible thing. And rich men are afflicted. And so that's why that priority has been set.

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Speech 2 行为的动机

——“全球演说家”托尼·罗宾斯的演讲



托尼·罗宾斯（Tony Robbins）于1960年2月生于美国加州。他26岁时仍然住在仅有10平方米的单身公寓里，人际关系恶劣，前途十分黯淡。

然而自从他发现内心蕴藏的无限潜能后，生活便开始大为改观，成为一名充满自信的成功者。

如今，他白手起家，成为事业成功的亿万富翁，是世界名人、国家领导的教练。他曾辅导过多位皇室的家庭成员，被美国前总统布什及克林顿、戴安娜王妃聘为个人顾问；曾为众多世界名人提供咨询，包括南非总统曼德拉、前苏联总统戈尔巴乔夫等。

他的主要著作《激发无限的潜力》、《唤起心中的巨人》、《巨人的脚步》等，在全球成为最佳畅销书。罗宾斯在1993年被Toastmaster International 评为“全球五大演说家”，1995年当选为“美国十大杰出青年”。