

“成功人生”英语学习丛书 丛书主编 谢艳明

LIFE OF FORTUNE

财富人生

谢艳明 主编



WUHAN UNIVERSITY PRESS

武汉大学出版社



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前 言

浩瀚苍穹,群星闪烁,每一颗星都似乎在向我们讲述着一个激人奋进的故事,规范着你我的人生坐标,照亮我们前进的方向,为人生之路导航。

本书介绍了来自不同国家、不同行业,却都在各自领域取得了卓越成就的成功人士:苹果电脑的创始人斯蒂夫·乔布斯以其敏锐的眼光,洞察出了个人电脑这个巨大的潜在市场,并凭着百折不挠的意志和令人折服的创新精神成就了自己的辉煌,他本人因此也成为有史以来最年轻的白手起家的亿万富翁。出身于日本一个酿酒世家的盛田昭夫,曾两度放弃安逸闲适的生活,选择了坎坷崎岖的创业之路,满怀勇气、心智兼具的他在翻云覆雨的创业路上历尽了艰辛与磨难,终以其不懈的努力获得了成功。如今享誉全世界的索尼产品,是由盛田昭夫经过苦心经营,发展壮大而成的……一个个真实的事迹、鲜活的人物,惊心动魄、跌宕曲折的人生历程,无一不向我们彰示着一个亘古不变的至理:成功,属于那些坚忍不拔、奋发拼搏和积极进取的人们。

毋庸置疑,这些成功人士在为社会创造物质财富的同时,也在为我们创造着无价的精神财富。他山之石可以攻玉,相信本书中的人物事迹能对读者朋友有学习和借鉴的作用。本书还特地为英语爱好者提供了良好的扩大词汇量的机会,在每一个名人传记之后都编排有相当于大学英语六级水平的词汇练习,在加强词汇记





忆的同时,也促进了阅读理解能力的提高。

本书适合于具有大学英语水平的社会各界读者学习阅读。

编 者

2005年6月





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Part I

**Top Ten Wealthy People
in the World**

第一部分

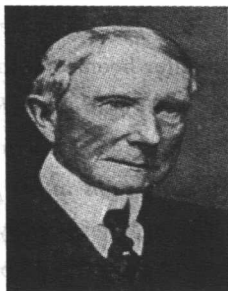
世界十大富豪

1. John Rockefeller

约翰·洛克菲勒



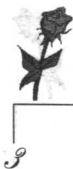
约翰·戴维森·洛克菲勒是有史以来第一位亿万富翁,资产达2 000亿美元。他是美国最著名的企业王朝的创建人。洛克菲勒出生在乡间,通过创建美国最有实力、最令人生畏的垄断性企业——标准石油公司而发迹,成为世界首富。洛克菲勒的故事记录了南北战争之后小型企业发展成巨型公司的剧烈变化的过程,这一变化同时又不可逆转地改变了美国。



This industrialist was born on July 8, 1839 in Richford, New York. His father owned a farm and traded commodities, such as salt and lumber. The family moved frequently: first to *Moravia*①, then to Owego, and finally, to Cleveland, Ohio. John's education was irregular, but he studied hard and did have two years at Cleveland High School. His father, who by that time had become a *wandering vendor of patent medicine*②, encouraged him to go into business. John especially liked mathematics, and he took a three-month course in

① *Moravia*: 摩拉维亚, 纽约一地名。

② *wandering vendor of patent medicine*: 专利药品流动经销商





bookkeeping at Folsom's Commercial College.

In selecting a job, Rockefeller was not as much interested in the salary as he was in the possibilities a position offered for learning about the business world. ① He selected a large and diversified merchant firm and started as a bookkeeper at a salary of \$3.50 per week. After three and a half years, he left to form his own wholesale grain and grocery business with Maurice B. Clark. Together, the two had only four thousand dollars; during their first year, however, they grossed \$450,000 and netted a fourteen-hundred-dollar profit. The following year, the Civil War began. The war gave Rockefeller, along with a number of other leading postwar industrialists, the opportunity to make his *initial pile of money* ②. Business at Cleveland-based Clark and Rockefeller boomed with major orders coming in from the army, other cities, and Europe. *Rather than miss these business opportunities fighting in the Civil War, Rockefeller avoided the draft by paying for a substitute to fight in his place.* ③

During these early business years, Rockefeller displayed the character traits and personal life-style that would be with him throughout his life. He lived simply, had few pleasures, and was devoted to his family. In 1864, he married Laura Celestia Spelman, whose father was a prosperous businessman. Eventually, they had four children who lived to adulthood: three daughters and a son. The family lived in a large, comfortable, but not ostentatious house in Cleveland until moving to New York in the 1880's. Rockefeller instilled a sense

① 择业时,洛克菲勒更关心职业所提供的了解商业界的机会,而不是薪水的高低。

② initial pile of money:第一桶金

③ 参加内战会丧失这些商业机遇,为了不丧失机遇,洛克菲勒买通了一位替身,为他参战,从而躲过了征兵。



of industry and public responsibility in his offspring that extended down to the third and fourth generations, producing one vice president (Nelson) and three state governors (Nelson of New York, Winthrop of Arkansas, and John D. IV of West Virginia). Of all the leading American industrial families, the Rockefeller dynasty became the most remarkable.

In 1863, Rockefeller began his involvement with the oil business. He and his wholesale grocery partners, along with refining expert Samuel Andrews, built a refinery in Cleveland. His wholesale grocery partners proved too cautious for Rockefeller's taste. In 1865, he decided to buy out the three Clark brothers, get entirely out of the wholesale grocery business, and devote himself to oil. By the end of the year, the firm of Rockefeller and Andrews had an oil refinery that was producing at least twice as much as any other single refinery of Cleveland's nearly thirty refineries.

Rockefeller prospered more than his competitors because of his foresight, attention to detail, emphasis on efficiency, lack of toleration for waste, and growing reputation as a successful businessman. ① These qualities allowed him to borrow heavily from bankers and to attract partners who brought additional capital to his firm. Henry M. Flagler joined Rockefeller in 1867, bringing with him a substantial amount of money and the ability to negotiate ever lower railroad shipping rates. Railroad rates were unregulated then, with railroads commonly giving favored shippers rebates on their publicly stated rates. The larger the shipper, the more favorable the rate. Rockefeller was able to play two railroads off against each other and water transportation off against the railroads. In turn, his lower shipping rates allowed him to undersell his

① 洛克菲勒以其前瞻的眼光、细致的工作、高效的管理以及对资源的节约,成为了一位成功商人,声誉不断提高,较其竞争者事业更为兴旺。





competitors, steadily driving them out of business.

Meanwhile, Rockefeller implemented a policy of *vertical integration*①. To cut his firm's dependence on related businesses, he began making his own barrels and then bought his own timber tracts to supply his cooperage plant. He owned his warehouses, bought his own tank cars, and, to the extent possible, owned or produced the raw materials and transportation he needed to operate. *Finally, he fought waste by using kerosene by-products to become the oil industry's leading producer of paraffin and machine lubricants.* ②

In 1870, to accommodate additional growth, Rockefeller converted his partnership into a joint-stock corporation, *the Standard Oil Company*③ of Ohio. Meanwhile, Thomas A. Scott of the Pennsylvania Railroad began organizing certain railroads, oil refiners, and well owners into the infamous South Improvement Company. The purpose was to form a monopoly and get rebates on their competitors' shipments. The public reaction was hostile, and the South Improvement Company quickly lost its charter. Rockefeller had been part of this scheme, which badly tarnished his reputation. Yet, through the South Improvement Company, he *acquired*④ another wealthy partner, Cleveland refiner Oliver H. Payne.

Furthermore, Standard Oil decided to proceed on its own to create a monopoly in the oil business. Early in 1872, Rockefeller offered to buy out nearly all remaining Cleveland oil refineries. Owners could either accept a cash offer, take the offer in Standard Oil stock, or be

① vertical integration: 垂直统一管理

② 最后,他反对浪费,使用煤油副产品,成为了石油行业中石蜡和机器润滑油的主要生产者。

③ the Standard Oil Company: 标准石油公司,美孚石油公司

④ acquired: 收购



driven out of business. With the South Improvement Company still a live entity and given the size of Standard Oil itself, most refiners sold out. Some claimed that they had been pressured into taking less than their businesses were worth, but those who acquired Standard stock did make small fortunes. Rockefeller accomplished this takeover of his Cleveland competitors in three months. From Cleveland, Standard then proceeded to acquire refineries in Pittsburgh, in Philadelphia, and on Long Island. By 1875, the firm was refining half of the oil products in the United States. Rockefeller's next step was to gain control of pipelines, oil terminals, kerosene distributors, and additional plants. He also attracted rival oilman John D. Archbold to his firm. By 1878, Rockefeller had secured his monopolistic position.

During the 1880's, Standard Oil continued to grow. The firm acquired new oil fields, built new refineries, and developed new refining methods. Under the direction of John's brother, William Rockefeller, the firm also expanded into the international market. Standard Oil products were a familiar sight in Asia, Africa, South America, and even Central Europe, where Standard encountered stiff competition from cheap Russian oil. Also, Standard Oil pioneered in corporate organization. Rockefeller employed the best legal talent to devise the concept of the trust. That meant that the stock of Standard's subsidiaries and related companies was combined with Standard's stock, new certificates were issued, and an executive committee with Rockefeller at the head assumed control. During 1883—1884, he transferred the corporate headquarters to New York City. Yet Standard Oil never took total control of the oil industry. While accounting for eighty to ninety percent of oil produced in the United States and making substantial profits, Standard did lower the price of its products. Rockefeller had stabilized a chaotic industry.

Rockefeller's wealth at one point approached \$900,000,000. He





invested in the stock market and, in the 1890's, gained control of the Mesabi Range, the richest iron ore field in the United States. Within a few years, however, he sold his Range holdings to Andrew Carnegie. Increasingly, his interests were turning to philanthropy, where his impact was tremendous. He virtually made the University of Chicago with a founding gift in 1889 of \$600,000 and later gifts (some from his son) totaling \$80,000,000. *He created the Rockefeller Institute for Medical Research in 1901 and the General Education Board in 1902. The latter helped to revolutionize medical education, fought the spread of hookworm, and worked to improve Southern agriculture.* ① His philanthropy was further systematized with the creation of the Rockefeller Foundation in 1913. He gave away more than a half billion dollars, and the influence of his philanthropic institutions has continued to grow after his death. Rockefeller had turned over active leadership of the Standard Oil Company in 1897 but lived until 1937, dying at the age of ninety-seven.

Vocabulary Exercises: Choose the one from the four choices that has similar meaning with the italicized words in each sentence. ②

1. In 1870, to accommodate additional growth, Rockefeller *converted* his partnership into a joint-stock corporation.

A. sustain B. change C. chase D. relay

2. The war gave Rockefeller, along with a number of other leading postwar industrialists, the opportunity to make his *initial* pile of

① 他于1901年和1902年先后创办了洛克菲勒医学院和普通教育委员会,后者致力于推进医学教育的改革,控制钩虫灾害的蔓延及改善南部农业状况。

② Keys: 1-B 2-C 3-C 4-C 5-A 6-D 7-C 8-D 9-B 10-D 11-A 12-B 13-D 14-A 15-D