

中学英语新课标
英汉双语阅读丛书

哈佛故事译林

MANAGEMENT STORY IN HARVARD

New Curriculum Standard
English-Chinese Reading

哈佛 管理

我们追求的卓越与智慧

海晓君 刘艳丽◎编著

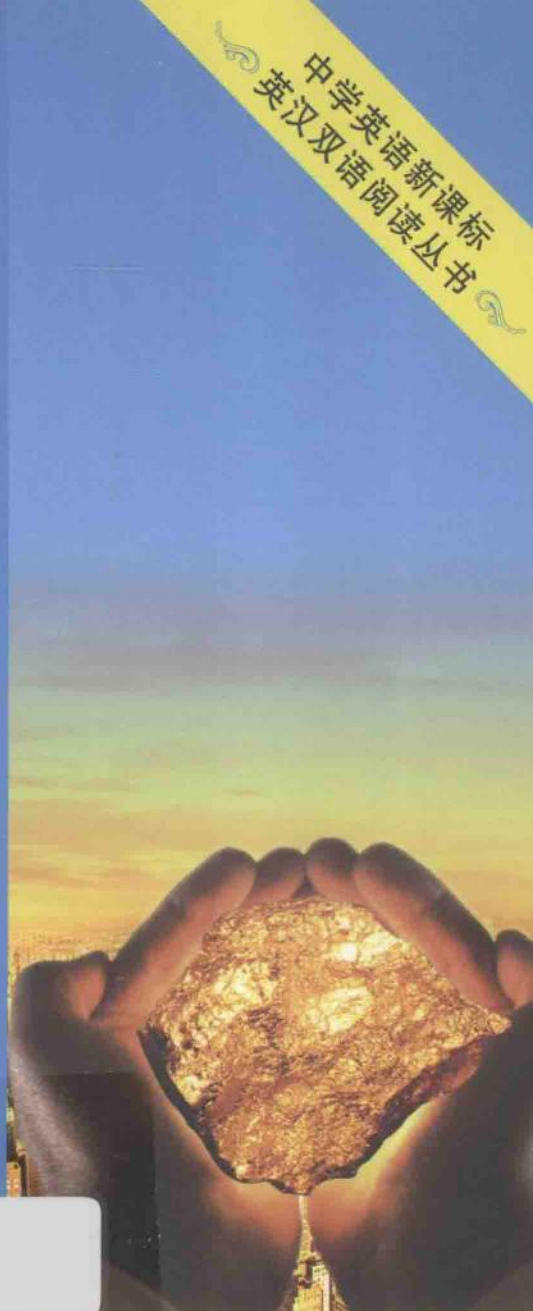
超值回报：

一卷在手，
尽享12册
3000分钟
纯正美音
MP3

不用去哈佛，不用找外教，听说读写轻松掌握！
单词不用背，真题不用买，彻底摆脱考试窘迫！

高中必读，初中拔尖！

北京出版集团公司
北 京 出 版 社



哈佛故事译林

哈佛 管理

我们追求的卓越与智慧

MANAGEMENT STORY
IN HARVARD

海晓君 刘艳丽◎编著

北京出版集团公司
北 京 出 版 社

图书在版编目(CIP)数据

哈佛管理：我们追求的卓越与智慧：英汉对照 /
海晓君，刘艳丽编著. — 北京：北京出版社，2013.6
(哈佛故事译林)

ISBN 978-7-200-09547-0

I. ①哈… II. ①海… ②刘… III. ①英语—阅读教
学—中学—课外读物 IV. ①G634.413

中国版本图书馆CIP数据核字(2012)第294433号

哈佛故事译林

哈佛管理

我们追求的卓越与智慧

HAFO GUANLI

海晓君 刘艳丽◎编著

*

北京出版集团公司 出版
北京出版社
(北京北三环中路6号)

邮政编码：100120

网 址：www.bph.com.cn

北京出版集团公司总发行

新华书店经销

北京金秋豪印刷有限责任公司印刷

*

787毫米×1092毫米 16开本 15.25印张 380千字

2013年6月第1版 2013年6月第1次印刷

ISBN 978-7-200-09547-0

定价：28.80元

质量监督电话：010-58572393

目录

CONTENTS

Chapter 1

成功：从梦想开始

Success: starting from the dream



01



Dreams, from the target

梦想，从目标起航.....2

02



"I shall be the king"

"我应为王"6

03



Life management starts from oneself

人生管理从自我开始.....10

04



Tower in the dream

梦想中的高楼14



Beautiful vision

美丽愿景..... 18

Chapter 2

决策：保持清醒的头脑

Decision: keep awake



Every decision has to be very careful

每一个决策都如履薄冰..... 24



Calm to deal with the crisis

冷静应对危机..... 28



“Building block combination” scheme

“积木组合”方案..... 32



Wisdom to abolish “Stamp Act”

智性废除《印花税法》..... 36



Scientific decision—“Appollo” plan

科学决策——“阿波罗”计划..... 40

Chapter 3

卓识：向前看，望到更远处

Vision: to look forward, look beyond

01



Helping others is to help ourselves

助人就是助己 46

02



Have a clear knowledge of opportunity

洞晓机遇 50

03



Touch the heart, to see the world

触摸心灵，看清世相 54

04



The entrepreneur who give the computer "memory"

让电脑“长记性”的企业家 58

05



The candidates shut by Microsoft

被微软拒之门外的应聘者 62

Chapter 4

智性：有魄力，以谦虚为之

Wisdom: bold, to be humble

01



The exceptionally vigorous assistant of naval minister

雷厉风行的海军部长助理 68

02



President Nixon's thought nanny

尼克松总统的思维保姆..... 72

03



A man's wrong choice will spoil all

一人选错，全盘皆输..... 76

04



Translate Shakespeare with wisdom and a full heart

以智性面对，全力译莎剧..... 80

05



Interpret life with wisdom

以智性诠释生命..... 84

Chapter 5

创新：勇于尝试

Innovation: the courage to try

01



Innovation, let you be the biggest winner

创新，让你做最大的赢家..... 90

02



The success follows the continued exploration

探索不止，成功不断..... 94

03



Jump out the conservative idea

跳出守旧的观念 98

04



Break the normal procedure when necessary

必要时须打破常规 102

05



Questions with a style of one's own

别具一格的考题 106

Chapter 6

信任：管理之基

Trust: the base of management


01



Trust wins hope

信任赢得希望 112

02



System produce binding force


制度产生约束力 116


03



To study from the economic advisers


向经济智囊们学习 120


04 	Trust is the precondition for negotiations 信任是谈判的前提..... 124
--	---


05 	Enjoyment and loyalty 享受与忠诚..... 128
--	---


Chapter 7 竞争：超越对手

Competition: go beyond the opponent

01 	Beat the opponent 击败对手..... 134
--	------------------------------------

02 	One ballot, the White House 一票，问鼎白宫..... 138
---	---

03 	The people who had the longest presidential time 执政时间最长的总统..... 142
--	--

04 	Learn from the industry benchmark 向行业标杆学习..... 146
--	---

05



Quality of aggressiveness

敢作敢为的品质 150

Chapter 8

管理之术：以人为本

Technique of the management: people-oriented

01



Priceless outstanding staff

无价的优秀员工 156

02



Talent is the capital of Vanke

人才是万科的资本 160

03



Harmonious Leading Group

融洽的领导班子 164

04



The Personification Management

人格化管理 168

05



Investing future






投资未来 172

Chapter 9

善良之心：财富与善举同行

Heart of kindness: wealth goes with the philanthropic act




- 01  Offering help is the responsibility of the rich
提供帮助是富人的责任..... 178
- 02  Stingy and luxury
吝啬与奢华..... 182
- 03  Charity is not the money, but the heart
慈善不是钱，是心..... 186
- 04  The charity behavior is more important than money
慈善的行为比金钱更重要..... 190
- 05  Feelings in kindness
以善为本的情怀..... 194

Chapter 10

未来之路：触摸未来的梦想

The way of the future: touch the dreams of the future



- 01  Stress management
压力管理..... 200

02



Time management

时间管理..... 204

03



Information management

信息管理..... 208

04



To do their own occupation coach

做自己的职业教练..... 212

05



Target management

目标管理..... 216

附录一 中考单词：考来考去就这几个..... 220

附录二 高考单词：考来考去就这几个..... 224

Chapter 1

成功：从梦想开始 Success: starting from the dream



名人逸事

哈佛大学逸事：不是本人的雕像

众所周知，哈佛大学最初名为剑桥学院。现在的名字与一位名叫约翰·哈佛的人有关。他曾经担任剑桥学院的院长。去世前，他将一生辛辛苦苦积攒下的一半积蓄和400本图书捐献给了这所学院。为了感谢约翰·哈佛，剑桥学院管理委员会决定把剑桥学院更名为“剑桥大学”。后人根据这段往事铸造了一尊约翰·哈佛的雕像，然而谁料想这根本不是他的模样。原来，约翰·哈佛没有任何影像材料传于后世。不得已，人们就在哈佛大学里找了一位比较帅的学生作为雕刻的模特，以代替约翰·哈佛。于是，哈佛大学就出现了这尊不是本人的哈佛大学校长的雕像。

A philosopher once said, “Many people in our life don’t know what to do. It is not because their **lack** of ability but they have no clear aims and correct guidance.” No matter when success is started from deciding your aims. Everyone wants to live a successful life. We should decide our aims first, because aims can guide us to success. People without aims are like the grass in the river. They are not walking but drifting with the current.

Harvard University once made a survey about the students who were under their graduation. The survey was to find how many people had their life aims. It showed that only 3% had their life aims and wrote down them on the notebooks. These were the first group. Only 13% had their life aims on their mind but they didn’t write down them. These were the second group. 84% of the students had no life aims and they just wanted to go on holiday to relax after their graduation ceremony. These were the third group.

Ten years later, Harvard University called the students above back again. The result was that the incomes of the second group who had their life aims on their mind but they didn’t write down them was twice as the third group’s. The income of the first group who had their life aims and wrote down them on the notebooks was ten times as all the incomes of the first and second groups. That was to say if the 97% of the students **earned** \$20 million a year, the 3% of the students could earn \$ 100 million.

When the 97% saw the result, they were shocked. They regretted that they didn’t **spend** some time making their life aims and writing them down clearly.

It was really easy! Just decide your life aims and write them down. But this easy action made great differences ten years later. We have to think about it. The reason that people can be successful is that they can realize every of their life aims. When you read their personal details, you will find that they are following their life aims; no matter they are big or small.

一位哲人曾说，生活中许多人之所以茫然无措，缺少的不是能力，而是正确的指导和明确的目标。无论什么时候，成功都是从选定方向开始的。每个人都希望自己的人生有所作为，要想如愿以偿，首先就要确定目标，成功从选定目标开始，是目标引导我们走上属于自己的康庄大道。一个没有任何目标的人，他们在世间行走，就会如同河中的小草一般，他们不是朝着自己的终点行进，而是随波逐流。

哈佛大学曾经对应届毕业生作了一个调查——在应届毕业生中有多少人的人生目标。结果显示，只有3%的人有明确的人生目标，并且将此写在了笔记本上，他们把这些人列为第一组；有13%的人在脑子里有的人生目标，但是没有写在纸上，他们把这些人列为第二组；其余84%的人都没有明确的人生目标，他们的想法是完成毕业典礼之后去度假放松一下，这些人被列为第三组。

10年之后，哈佛大学又把当初的毕业生全部召回，又作了一次调查。结果发现，第二组的人，即那些有的人生目标但没有写在纸上的毕业生，他们每个人的平均年收入是那些84%的没有人生目标的毕业生的两倍；第一组的人，即那些有的人生目标并写下来的人，他们的年收入是第二组和第三组人的收入相加后的十倍。也就是说，如果那97%的人加起来一年挣1000万美元的话，那么这3%毕业生的收入加起来的年收入就是1亿美元。

当那97%的毕业生看到这个结果之后感到非常惊讶，他们很后悔当初没有花点时间来确定自己的人生目标，并将其清清楚楚地写下来。

这看似简单，仅仅需要确定自己的人生目标，然后写下来。可是，这个小小的举动却可以在二十年之后产生迥然不同的人生，这不得不让我们反思。事实上，成功者之所以能够成功，就在于将自己一个个的人生目标转化为现实。当你阅读他们的人生履历的时候，就会发现他们的步伐永远在跟随自己的人生目

lack [læk] vt. 缺乏，缺少；需要的东西

新课标 | 高考 | 高频

例句 China lacks wind and solar energy. 中国缺少太阳能和风能。（2011年高考广东卷）

earn [ɜ:(r)n] vt.& vi. 赚得；获得；赢得

新课标 | 高考 | 高频

例句 For many years, the majority of Irish people earned their living as farmers. 很多年以来，爱尔兰人民都以务农为生。（2011年高考安徽卷）

spend [spend] vt. 花费；消耗；花（时间）

新课标 | 高考 | 高频

例句 Do you spend over an hour each day texting messages to your friends? 你是否每天花一个小时时间给你的朋友发短信？（2011年高考山东卷）

aim [em] vt. 使针对；使旨在；致力于

新课标 | 高考 | 高频

例句 She aims to develop a good body shape. 她的目标是保持一个好的形体。（2011年高考四川卷）



传世名言

哈佛名言：好作文的首选素材

Not matter of the today will drag tomorrow.

今日事，今日毕。

This moment nap, you will have a dream; But this moment study, you will interpret a dream.

现在睡觉的话会做梦，而现在学习的话会让梦实现。

I leave uncultivated today, was precisely yesterday perishes tomorrow which person of the body implored.

我无所事事地度过的今天是昨天死去的人们所奢望的明天。

The study pain is temporary, has not learned the pain is life-long.

学习的痛苦是一时的，而没有学习的痛苦是一辈子的。

Thought is already is late, exactly is the earliest time.

感到晚了的时候其实是最快的时候。

A man without clear aims is like the grass on the wall which can only nod in the wind; a man without aims is like a ship without a sail which is carried along by the tide. Because it has no aims, no matter how long it sails or how many frightful billows and terrible waves it experiences, it is still in the sea. No matter how clever a man is, or how much experience and knowledge he has, if he has no aims he won't gain great achievements.

In our life, if you don't know what kind of person you want to be or what is your direction, you may waste ten years or a life time. It is too late if you understand it when you are about to die.

Dream is the start point of your life and it helps you move toward your dreams. Aim is a light which can lighten up our way; aim is a compass which can guide our direction. For everyone of us, no matter how old you are, the real journey of life is started from the day you make your aim.

Harvard management philosophy: Like business management, the real management is started from self regulation. Then we should decide aims for our dreams and make plans. If we step forward following our plans, we will be full of motivation. If you are at the crossroad of life, you should not worry and don't give yourself negative hints. You should make a plan for your success bravely. Remember: Planing success is to design your future.

标,小也罢,大也罢。

一个没有明确目标的人,如同墙头上的草,只会随风摇摆;一个没有明确目标的人,如同大海中的无帆之舟,只会随波逐流。因为它没有目标港,所以无论这只船漂流多久,经历多少惊涛骇浪,它始终在海上飘摇。一个人无论多聪慧,有多少人生经验,有多高的学历,倘若缺乏人生目标,他的一生也就注定不会有什么大的作为。

人的一生,如果不知道自己想要成为什么样的人,或者生活之船将向哪个方向驶去,也许你会浪费10年,甚至一辈子的时光。当你离开这个世界的时候,才悟出这个道理,那时就为时已晚。

梦想是人生的起点,它推动着你向人生的制高点一步步迈进;梦想是一盏明灯,照亮我们的人生之路;梦想是一方罗盘,能为我们导引人生的航向。对于每个人,无论你是身在福中,还是身处贫穷,真正的人生之旅都是从梦想起航的那一天开始的。

哈佛管理哲学:如同管理企业一样,真正的管理是从自我管理开始的。这就需要给自己的梦想设定一些具体的目标,为自己设计一个成功的样板,然后按照样板一步步去做,那样你就有了奋斗的动力。如果你还徘徊在人生的十字路口,不要慌张,也不要给自己一些消极的心理暗示,要大胆地为自己设计一个成功的样板。请记住:模拟成功就是为自己设计未来。

高频单词背背佳 / 真题例句大放送

clever ['kleɪvə] *adj.* 聪明的, 灵巧的; 英俊的

新课标 | 高考 | 高频

例句 Jack wasn't saying anything, but the teacher smiled at him as if he had done something very clever. 杰克什么也没有说,但他的老师微笑着看着他,好像他做了一件非常聪明的事。(2011年高考湖南卷)

late [leɪ] *adj.* 晚的, 迟到的; 末期的

新课标 | 中考 | 高频

例句 Be quick, or we'll be late for school. 快点, 否则我们上学就迟到了。(2011年中考四川广元卷)

direction [dɪ'rekʃən, daɪ-] *n.* 方向, 指南; 指挥

新课标 | 高考 | 高频

例句 Finally, governments can avoid the huge expenses that are taking us in the wrong direction. 最终, 政府避免了我们在错误方向上的巨大开支。(2011年高考广东卷)