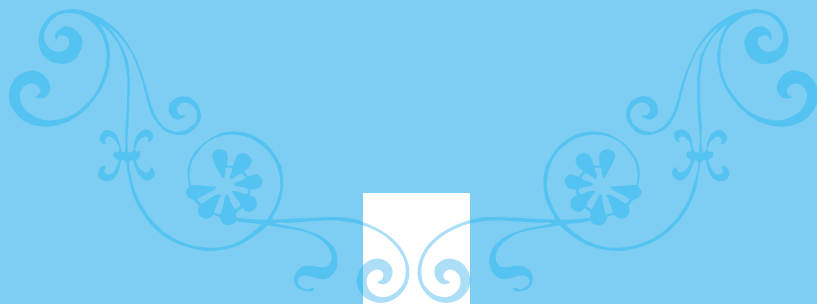


# Chapter 1

| 智慧点亮人生（知识卷） |



## 01 Recite

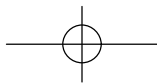
精彩背诵

It is not difficult to imagine a world short of ambition. It would probably be a kinder world: without demands, without abrasions, without disappointments. People would have time for reflection. Such work as they did would not be for themselves but for the collectivity. Competition would never enter in. Conflict would be eliminated, tension become a thing of the past. The stress of creation would be at an end. Art would no longer be troubling, but purely celebratory in its functions. Longevity would be increased, for fewer people would die of heart attack or stroke caused by tumultuous endeavor. Anxiety would be extinct. Time would stretch on and on, with ambition long departed from the human heart.

Ah, how unrelieved boring life would be!

There is a strong view that success is a myth, and ambition therefore a sham. Does this mean that success does not really exist? That achievement is at bottom empty? That the efforts of men and women are of no significance alongside the force of movements and events now not all success, obviously, is worth esteeming, nor all ambition worth cultivating. Which are and which are not is something one soon enough learns on one's own. But even the most cynical secretly admit that success exists; that achievement counts for a great deal; and that the true myth is that the actions of men and women are useless. To believe otherwise is to take on a point of view that is likely to be deranging. It is, in its implications, to remove all motives for competence, interest in attainment, and regard for posterity.

一个缺乏抱负的世界将会怎样，这不难想象。或许，这将是一个更为友善的世界：没有渴求，没有摩擦，没有失望。人们将有时间进行反思。他们所从



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事的工作将不是为了他们自身，而是为了整个集体。竞争永远不会介入；冲突将被消除。人们的紧张关系将成为过往云烟。创造的重压将得以终结。艺术将不再惹人费神，其功能将纯粹为了庆典。人的寿命将会更长，因为由激烈拼争引起的心脏病或中风所导致的死亡将越来越少。焦虑将会消失。时光流逝，抱负却早已远离人心。



啊，长此以往人生将变得多么乏味无聊！

有一种盛行的观点认为，成功是一种神话，因此抱负亦属虚幻。这不是说实际上并不存在成功？成就本身就是一场空？与诸多运动和事件的力量相比，男男女女的努力显得微不足道？显然，并非所有的成功都值得景仰，也并非所有的抱负都值得追求。对值得和不值得的选择，一个人很快就能自然而然地学会。但即使是最为愤世嫉俗的人暗地里也承认，成功确实存在，成就的意义举足轻重，而把世上男男女女的所作所为说成是徒劳无功才是真正的无稽之谈。认为成功不存在的观点很可能造成混乱。这种观点的本意是一笔勾销所有提高能力的动机，求取业绩的兴趣和对子孙后代的关注。

## 02 Recite

精彩背诵

**Tucked** away in our subconsciousness is an idyllic vision. We see ourselves on a long trip that spans the continent. We are traveling by train. Out the windows, we drink in the passing scene of cars on nearby highways, of children waving at a crossing, of cattle grazing on a distant hillside, of smoke pouring from a power plant, of row upon row of corn and wheat, of flatlands and valleys, of mountains and rolling hillsides, of city skylines and village halls.

在我们的潜意识里，隐藏着一片田园诗般的风景。我们觉得自己处于一次跨越大陆的漫长旅行中。坐在火车上，我们欣赏着窗外流动的风景：附近高速公路上驰骋的汽车；十字路口处挥手的孩童；远处山坡上吃草的牛群；从电厂排放出的袅袅烟尘；成片的玉米地和小麦地；平原、峡谷、群山和起伏的丘陵；天空映衬下城市的轮廓，以及乡间的庄园宅第。

But the uppermost in our minds is the final destination. On a certain day at a certain hour, we will pull into the station. Bands will be playing and flags waving. Once we get there, so many wonderful dreams will come true and the pieces of our lives will fit together like a completed jigsaw puzzle. How restlessly we pace the aisles, damning the minutes for loitering – waiting, waiting, waiting for the station.

可是，我们想得最多的还是最终的目的地。某天的某一刻，我们将抵达站点，会有乐队演奏，会有旗帜飘扬。一旦我们到达了目的地，许许多多美好的梦想就会变成现实，我们破碎的生活会像一幅理好了的拼图，变得完整。我们焦躁不安地在过道里踱来踱去，咒骂火车的迟缓拖拉——等啊等，等待进站的那一刻。

Stop pacing the aisles and counting the miles. Instead, climb more mountains, eat more ice creams, go barefoot more often, swim more rivers, watch more sunsets, laugh more, cry less. Life must be lived as we go along. The station will come soon enough.

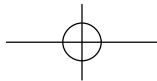
别再在过道内徘徊，不要再计算余下的行程吧！何不换一种方式，攀登更多的高山，多吃点儿冰淇淋，经常赤脚漫步，在更多的河流里游泳，多欣赏日落，多一点儿欢笑，少些泪水吧。让生命活在我们前进的脚步中，那么车站很快就会到达。

### 03 Recite

精彩背诵

**When** I ask the classes I teach, "How many of you can cook a better hamburger than McDonald's?" almost all the students raise their hands. I then ask, "So if most of you can cook a better hamburger, how come McDonald's makes more money than you?" The answer is obvious: McDonald's is excellent at business systems.

The reason so many talented people are poor is because they focus on building a better hamburger and know little or nothing about



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business systems. The world is filled with talented poor people. All too often, they're poor or struggle financially or earn less than they are capable of, not because of what they know but because of what they do not know. They focus on perfecting their skills at building a better hamburger rather than the skills of selling and delivering the hamburger.



当我在自己教授的班级上问道：“你们当中有多少人做的汉堡包能比麦当劳更好”时，几乎所有的学生都举起了手。我接着问：“如果你们当中大部分人都能做出比麦当劳更好的汉堡包，那为什么麦当劳比你们更能赚钱？”答案是显而易见的：麦当劳拥有一套出色的运营体系。

许多才华横溢的人之所以贫穷的原因，就是在于他们只是专心于做更好的汉堡包，而对运营体系知之甚少甚至一无所知。世界上到处都是有才华的穷人。在很多情况下，他们之所以贫穷、生活拮据或者收入与其能力不相符，不是因为他们已知的东西而是因为他们未知的东西。他们只将注意力集中在提高和完善做汉堡包的技术上，却不注意提高有关汉堡包的销售和送货技能。

### 04 Recite

01.mp3 

精彩背诵

**Keeping** pleasant—In these grim times, weighed down with tension and pressure from the realities of life, many people have lost their sense of humor. They tend to keep a straight face all day long and fail to keep life in perspective. They forget how to smile and finally become physical and mental wrecks. They regard life as a burden, and tend to look on the dark side of things.

Well goes a saying, "Laugh, and grow fat." Laughter releases tension, and smiling helps create a pleasant social atmosphere. And, thus, in a way, a sense of humor is an elixir that helps cure mental diseases. Some patients even improve their physical and mental health

by reading humorous stories or watching funny movies. This proves that a sense of humor helps us look at the world in a true and healthy light and makes our life worth living.

保持愉快——在这个冷酷的年代，由于饱受来自生活现实的紧张和压力，许多人已失去幽默感。他们终日拉长着脸，且无法以正确的眼光看待人生。他们忘了怎么去笑，而最后，成为行尸走肉的躯壳。他们将人生视为一种负担，并倾向于看到事情的黑暗面。

有一句俗话说得好，“心宽体胖”。笑解除紧张，而微笑帮助创造一个愉快的社交气氛。而且，就某方面而言，幽默感是帮助治疗心理疾病的万灵丹。有些病人甚至借着阅读幽默故事或看滑稽电影而改善身心健康。这证明了幽默感帮助我们以正确而健康的观点看这个世界，并使我们的生活更有意义。

## 05 Recite

精彩背诵

**Life** is not fair – get used to it.  
人生不公，泰然处之。

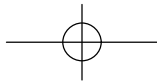
The world won't care about your self-esteem. The world will expect you to accomplish something before you feel good about yourself.

世界并不在意个人的自尊。自我陶醉前，它会冀望你能先有所成就。

You will not make 40 thousand dollars a year right out of high school. You won't be a vice-president with a car phone, until you earn both.

高中一毕业就想一蹴而就，坐拥4万美元的年薪，这是不切实际的。你也不可能摇身一变成为副总裁，享有携带电话的轿车，这都得靠你自己打拼而来。

If you think your teacher is tough, wait until you get a boss. He doesn't have tenure.



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如果你觉得你的老师严厉，那么等着瞧你的老板吧。老板可没有任期限制。

Flipping burgers is not beneath your dignity. Your grandparents had a different word for burger flipping – they called it opportunity.

做汉堡不意味着折损尊严。你的祖父母对之另有解释，他们将之称为机遇。

If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.

如果你一败涂地，与父母无关，不要喋喋不休地抱怨，应该汲取教训，从中获益。

## 06 Recite

精彩背诵

If your life feels like it is lacking the power that you want and the motivation that you need, sometimes all you have to do is shift your point of view.

如果你在生活中觉得心有余而力不足，觉得缺乏前进的动力，有时候你只需要改变思维的角度。

By training your thoughts to concentrate on the bright side of things, you are more likely to have the incentive to follow through on your goals. You are less likely to be held back by negative ideas that might limit your performance.

试着训练自己的思想朝光明的一面看，这样你就更有可能汲取实现目标的动力，而不太可能因为消极沉沦停滞不前。

Your life can be enhanced, and your happiness enriched, when you choose to change your perspective. Don't leave your future to chance, or wait for things to get better mysteriously on their own. You must go in the direction of your hopes and aspirations. Begin to build your confidence, and work through problems rather than avoid them.

Remember that power is not necessarily control over situations, but the ability to deal with whatever comes your way.

一旦变换看问题的角度，你的生活会豁然开朗，幸福快乐会接踵而来。别交出掌握命运的主动权，也别指望局面会不可思议地好转。你必须同内心希望与热情步调一致。建立自信，敢于与困难短兵相接，而非绕道而行。记住，力量不是驾驭局势的法宝，无坚不摧的能力才是最重要的。

## 07 Recite

精彩背诵

If you're someone who aspires to something beyond the ordinary, you must have figured out by now that there will always be those who are jealous or resentful of your success.

如果你想不走寻常路，做出些非凡的成就，那你现在就要明白总有那么一些人会对你的成就心生嫉妒或怨恨。

It doesn't matter that you've worked long and hard to get where you are, nor that you've made great sacrifices in achieving your goals. The "haters" will always find a reason to criticize and even condemn you.

无论你工作有多久、多努力，或者你做出了多大的牺牲才获得了现在的成就，那些“恨你的人”总能找到理由来批评你，甚至诋毁你。

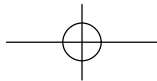
They're spiteful people who begrudge you the pride you have in yourself and the recognition you're receiving from others. They can't stand it that you're happy, fulfilled and achieving your goals.

对你心存恶意的人看不惯你对自我的肯定，也见不得你得到别人的认可。他们无法忍受你的快乐、满足和成功。

These hateful individuals are unwilling to do the work that you've done; they rarely make the same kinds of sacrifices or put in the long and hard hours. They resent your success but are too lazy or spoiled to invest real time or energy in the pursuit of their own goals.

这些嫉恨你的人不愿意去做你所做过的事，不愿意同你一样做出牺牲，也





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不愿意花时间和心血去工作，他们只是嫉妒你的成功，却永远懒得花时间和精力去完成自己的目标。

The thing you need to know about these haters is that the only reason they behave this way is that you have something they want but they aren't willing to work for it.



你只要明白：这些嫉恨你的人，他们讨厌你的唯一理由就是他们想得到你所得到的，却不愿意付出你所付出的。

### 08 Recite

02.mp3



精彩背诵

**Hunger** of the mind can actually be satiated through extensive reading. Now why reading and not watching TV? Because reading has been the most educative tool used by us right from the childhood. Just like that to develop other aspects of our life, we have to take help of reading. You have innumerable number of books in this world which will answer all your "How to?" questions. Once you read a book, you just don't run your eyes through the lines, but even your mind decodes it and explains it to you. The interesting part of the book is stored in your mind as a seed. Now this seed is unknowingly used by you in your future to develop new ideas. The same seed if used many times, can help you link and relate a lot of things, of which you would have never thought of in your wildest dreams! This is nothing but creativity. More the number of books you read, your mind will open up like never before. Also this improves your oratory skills to a large extent and also makes a significant contribution to your vocabulary. Within no time you start speaking English or any language fluently with your friends or other people and you never seem to run out of the right words at the right time.

Actually, I had a problem in speaking English fluently, but as I read,

I could improve significantly. I am still on the path of improvement to quench my thirst for satisfaction. So guys do join me and give food for your thoughts by reading, reading and more reading. Now what are you waiting for? Go, grab a book, and let me know!

事实上,思维的饥荒可以通过广泛的阅读来满足。为什么是阅读而不是看电视呢?因为自孩提时代起,读书就已经是最具教育性的工具了。正如人生发展的其他方面一样,我们不得不求助于阅读。世界上有无数书籍可以回答你“如何做”的问题。读书时不仅要用眼睛浏览文字,还要用脑去解读、诠释。书中有趣的部分就会像种子一样贮存在你的脑海里。将来你会不自觉地运用这粒种子引发新的想法。多次运用同一粒种子将有助于你把许多事情联系起来,即使你做梦都想不到这些!这不是别的,而是创造力。你读的书越多,你的心智就会前所未有地开阔。而且这还会大幅度地提高你的演讲能力、丰富你的词汇量。你很快就能用流利的英语或别的语言与你的朋友或其他人交谈,而且你再也不会再在适合的场合说不出适合的词语。

实际上,我的英语还是不够流利,但只要我阅读,我就会取得显著进步。现在我仍在“自我提高”、为头脑“解渴”的长路上跋涉。请加入到我的行列吧。通过阅读、阅读、再阅读来为你的思想“喂食”。你还在等什么?现在就拿起一本书让我瞧瞧!

## 09 Recite

精彩背诵

**It** takes strength to do what must be done when the work is unpleasant and uncomfortable.

当你要完成必须做的,却又是令人讨厌、不悦的事时,需要力量。

**It takes strength to persist in the face of obstacles, when it would be much easier to simply give up.**

面对阻碍时,径直放弃更为容易,而坚持不懈需要力量。