

## 经商成功的七条不败定律

(红宝书 编辑)

Some business advice changes all the time, but there's also some advice that's relevant and useful no matter what year it is, or what business you're in.

商业忠告始终在变，但是有些忠告无论在什么年代、对什么行业都是相通并有帮助的。

### 1 --Push through your limitations 突破你的限制

"The successful person makes a habit of doing what the failing person doesn't like to do."

--Thomas Edison

“成功的人养成了做失败者不愿干的事的习惯。”——托马斯·爱迪生

Business is scary. It can be new, difficult, **frustrating**, and many other things--but if you push through those limitations and do the things that are hard you might see the best of what business can be: rewarding, **lucrative**, challenging, and fun.

商业是充满风险的。它可能是全新的、困难的、让人灰心的以及其他遭遇——但是如果你突破这些限制，并按照自己的意愿努力工作，商业中好的一面将呈现在你的面前：回报、利益、挑战和乐趣。

Pushing yourself can be hard, but it's worth it in the end.

自我超越可能会很困难，但最终它是值得的。

【词汇讲解】

1. **frustrating** adj. 产生挫折的; 使人沮丧的, 令人泄气的

After three hours' frustrating delay, the train at last arrived.

经过三个小时令人厌烦的耽搁后, 火车终于到达了目的地。

2. **lucrative** adj. 获利多的, 赚钱的

She has a lucrative business selling leather goods.

她做皮货生意, 利润丰厚。

## 2 --Never stop improving 不断改进

"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage." --Jack Welch

“一个团体有学习的能力并把所学迅速转化为行动, 这就是无穷的竞争优势。”——杰克·韦尔奇

The world changes, and things are always moving forward. In order to keep up, it's critical to always learn and always improve.

世界不断变迁, 事物永远向前发展。为了赶上时代的步伐, 不断学习、不断的提高至关重要。

In business, the companies who are most successful are the ones who keep learning, keep improving, and keep adapting.

商业上, 最为成功的公司是那些保持学习、不断进步和与时俱进的公司。

### 3 --Action is more important than talk 行动胜于言语

"The way to get started is to quit talking and begin doing." --Walt Disney

“开始做一件事的时候，就应该停止讨论并马上开始工作。” ——沃特·迪斯尼

We've all heard the cliché before, actions speak louder than words; but it has real truth in business. Action is what matters, not talk, or ideas, or even how much money you have. If business success is what you want, then you need to take action.

我们都听过这句陈词滥调——行动胜于言语，这在商业中是至理名言。行动不是言谈，不是想法，也与你有多少钱无关。如果你想取得商业上的成功，那就必须采取行动。

### 4 --Success takes hard work 成功来自努力工作

"Only one who **devotes** himself **to** a cause with his whole strength and soul can be a true master. For this reason **mastery** demands all of a person." --Albert Einstein

“只有那些把全部精力和心血都投入到一个目标中去的人，才能成为大师。因为精通一行需要一个人全身心的投入。” ——阿尔伯特·爱因斯坦

Doing well in business requires effort. A lot of effort.

经商需要努力，并且是非常多的努力。

Those who achieve the most are often the ones who are the most passionate, and most determined to reach their goals--because they devote themselves to the cause and put in the effort that others cant. It takes time, but with focus and

hard work you'll almost always do well.

成就最大的人往往是那些最富有激情和最坚定去实现目标的人——因为他们把自己奉献给了这个事业，并比他人付出更多的努力。成功需要时间，但只要拥有专注和努力，你就无往不利了。

### 【词汇学习】

**mastery** n. 精通；熟练；掌握

He shows complete mastery of his chosen subject.

他精通自己选择的那门科目。

**devote to** 表示“把……专用于，完全用于(某事或做某事)；致力于……”

The newspaper devotes two pages to comics.

报纸用两页版面来刊登漫画。

He devotes himself to his sick wife.

他专心照顾着他生病的妻子。

## 5 --Hard work brings happiness (and success) 努力 工作带来快乐（和成功）

"Satisfaction does not come with achievement, but with effort. Full effort is full victory."

--Mahatma Gandhi

“满足感并不来自于成就，而是来自于努力。全力以赴才能全面胜利。”——甘地

Even the best intentions and efforts don't always lead to where you thought, but that's okay, because it isn't the goal that counts. The act of giving yourself to a cause, and working with your full ability, is what will bring real satisfaction.

即便你有了很好的意图并且付出了最大的努力,但并不总能获得你想要的结果,这是可以接受的,因为目标并不是唯一考虑的因素。为实现目标付诸行动,在工作上用尽全力,那将带给你真正的满足感。

And if you put in your whole effort, you're still much more likely to get what you want, too.

如果你付出全部的努力,你获得想要的东西的可能性也就越大。

## 6 --Don't be afraid of failure 不要害怕失败

"Success is not built on success. It's built on failure. It's built on frustration.

Sometimes its built on **catastrophe**." --Sumner Redstone

“成功不是建立在成功之上,而是建立在失败之上,建立在挫折之上,有时它还是建立在大灾难之上。” ——萨默·雷石东

Being afraid of doing something wrong is human nature, but it's not in your best interest. Failing is one of the best ways to learn, and is often one of the only ways to become truly successful.

害怕做错事是人的天性,但这并不能使你获得最大的利益。失败是最好的学习方法,也常常是获得真正成功的唯一途径。

Fail early, fail often, and don't be afraid to learn from your mistakes.

早失败,常失败,不要害怕向自己所犯的的错误学习。

【词汇学习】

**catastrophe** n. 灾祸, 灾难

The flood was a major catastrophe.

洪水是一场大灾难。

## 7 --Strive to provide something great 致力于做一些伟大的事情

"A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets."

--Steve Jobs

“许多公司选择缩小规模，这对于它们或许是正确的。但是我们选择不同的途径。我们的信仰就是如果我们把伟大的产品展示在消费者面前，那么消费者们会持续为此付款。”——斯蒂夫·乔布斯

Perhaps the most important piece of advice in business is to create something that is great and valuable. If you can provide your customers with a great product or a great service, chances are they'll come back for more and tell their friends too.

或许商业中最为重要的一条忠告就是制造伟大和有价值的产品。如果你为顾客提供伟大的产品或者极好的服务，他们再回来消费并且口碑相传的机会就会更大。

Learn to understand your customers, learn what they really need, and then do your best to provide them with that. Even when all else fails, providing an awesome product will usually lead to success.

学着理解你的顾客，知道他们想要什么，然后尽你所能地提供给他们。即使其他的产品都失败了，令人敬畏的产品将总能通向成功。

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