

第八篇：The Road to Success 成功之道

The Road to Success

It is well that young men should begin at the beginning and occupy the most subordinate positions. Many of the leading businessmen of Pittsburgh had a serious responsibility thrust upon them at the very threshold of their career. They were introduced to the broom, and spent the first hours of their business lives sweeping out the office. I notice we have janitors and janitresses now in offices, and our young men unfortunately miss that salutary branch of business education. But if by chance the professional sweeper is absent any morning, the boy who has the genius of the future partner in him will not hesitate to try his hand at the broom. It does not hurt the newest comer to sweep out the office if necessary. I was one of those sweepers myself.

Assuming that you have all obtained employment and are fairly started, my advice to you is “aim high”. I would not give a fig for the young man who does not already see himself the partner or the head of an important firm. Do not rest content for a moment in your thoughts as head clerk, or foreman, or general manager in any concern, no matter how extensive. Say to yourself, “My place is at the top.” Be king in your dreams.

And here is the prime condition of success, the great secret: concentrate your energy, thought, and capital exclusively upon the business in which you are engaged. Having begun in one line, resolve to fight it out on that line, to lead in it, adopt every improvement, have the best machinery, and know the most about it. The concerns which fail are those which have scattered their capital, which means that they have scattered their brains also. They have investments in this, or that, or the other, here there, and everywhere. “Don’t put all your eggs in one basket.” is all wrong. I tell you to “put all your eggs in one basket, and then watch that basket.” Look round you and take notice, men who do that not often fail. It is easy to watch and carry the one basket. It is trying to carry too many baskets that breaks most eggs in this country. He who carries three baskets must put one on his head, which is apt to tumble and trip him up. One fault of the American businessman is lack of concentration.

To summarize what I have said: aim for the highest; never enter a bar room; do not touch liquor, or if at all only at meals; never speculate; never indorse beyond your surplus cash fund; make the firm’s interest yours; break orders always to save owners; concentrate; put all your eggs in one basket, and watch that basket; expenditure always within revenue; lastly, be not impatient, for as Emerson says, “no one can cheat you out of ultimate success but yourselves.”

译文：

成功之道

年轻人创业之初，应该从最底层干起，这是件好事。匹兹保有很多商业巨头，在他们创业之初，都肩负过“重任”：他们以扫帚相伴，以打扫办公室的方式度过了他们商业生涯中最初的时光。我注意到我们现在办公室里都有工友，于是年轻人就不幸错过了商业教育中这个有益的环节。如果碰巧哪天上午专职扫地的工友没有来，某个具有未来合伙人气质的年轻人会毫不犹豫地试着拿起扫帚。在必要时新来的员工扫扫地也无妨，不会因为而有什么损失。我自己就曾经扫过地。

假如你已经被录用，并且有了一个良好的开端，我对你的建议是：要志存高远。一个年轻人，如果不把自己想象成一家大公司未来的老板或者是合伙人，那我会对他不屑一顾。不论职位有多高，你的内心都不要满足于做一个总管，领班或者总经理。要对自己说：我要迈向顶尖！要做就做你梦想中的国王！

成功的首要条件和最大秘诀就是：把你的精力，思想和资本全都集中在你正从事的事业上。一旦开始从事某种职业，就要下定决心在那一领域闯出一片天地来；做这一行的领导人物，采纳每一点改进之心，采用最优良的设备，对专业知识熟稔于心。

一些公司的失败就在于他们分散了资金，因为这就意味着分散了他们的精力。他们向这方面投资，又向那方面投资；在这里投资，在那里投资，到处都投资。“不要把所有的鸡蛋放在一个篮子里”的说法大错特错。我要对你说：“把所有的鸡蛋都放在一个篮子里，然后小心地看好那个篮子。”看看你周围，你会注意到：这么做的人其实很少失败。看管和携带一个篮子并不太难。人们总是试图提很多篮子，所以才打破这个国家的大部分鸡蛋。提三个篮子的人，必须把一个顶在头上，而这个篮子很可能倒下来，把他自己绊倒。美国商人的一个缺点就是不够专注。

把我的话归纳一下：要志存高远；不要出入酒吧；要滴酒不沾，或要喝也只在用餐时喝少许；不要做投机买卖；不要寅吃卯粮；要把公司的利益当作自己的利益；取消订货的目的永远是为了挽救货主；要专注；要把所有的鸡蛋放在一个篮子里，然后小心地看好它；要量入为出；最后，要有耐心，正如爱默生所言，“谁都无法阻止你最终成功，除非你自己承认自己失败。”