

<<成功不是一条直线>>

图书基本信息

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### 内容概要

这套书共十本，包括奋斗、爱情、创业、经历、幸福、梦想等十个大学生关心的话题。所选的英语原文词汇量和难度与大学生的英语阅读水平相适应，每篇文章前有导读，文中的疑难词语配有注释，并附有赏析和阅读思考题，每本书前主编还写了一首诗歌作为主编寄语，这一切，希望广大读者能够喜欢。

在编写这套书时，我们给读者提供的文章不仅是地道的英语表达，而且读来耐人寻味，从而使这套书更具有语言性和知识性、阅读性和思考性相结合的特点。

在这套书出版之前，我们曾将部分书稿交给学生阅读，请他们谈谈阅读感想。

有的说：“好像喝了杯热咖啡，有点苦，也有点甜。”

有的说：“好像嚼槟榔，爽！”

一个美丽的女孩悄悄地说：“我的爱情彩球飞得太高了，无法着陆。”

”

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### 书籍目录

走出失败后成为天才的第十六任总统美国才女非凡的建筑师——贝聿铭我生命中的三个故事史蒂夫·沃兹尼克从失败中学到了什么此去无名：亚当·奥斯本思科首席执行官——约翰·钱伯斯比尔·盖茨：微软之前皮埃尔·奥米迪亚的成功故事偶然成为企业家偶然成为企业家（续）洛克菲勒的故事钢铁大王本田宗一郎：别样动力雷·克洛克雄心依旧的“梦想家”耐克——菲利普·奈特的成功故事零售业巨人——山姆·沃尔顿从机械师到实业家“跳水沙皇”萨乌丁的神话依旧在继续鲁道夫飞奔，世界为之疯狂杰基改变了运动场上的单一肤色布鲁斯之王情感、失败与追寻幸福回首麦当娜的事业……

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章节摘录

I was employee number 18. This was a start-up operation. All of us except Shockley were young scientists , in our late twenties. I had no management experience or training. Unfortunately , neither did Shockley. He had run a research group at Bell Laboratories , but this was to be an enterprise rather than a research group , and he had no real experience in running a company. I suppose maybe I should have been suspicious when none of the people who had worked with him at Bell Labs joined his new venture , but I didnt even begin to think about that then.

Shockley was phenomenal from the point of view of his physical intuition. One of my colleagues claimed Shockley could see electrons. He had a tremendous feeling for what was going on , say , in silicon , but he had some peculiar ideas for motivating people. For example , the company had something we dubbed the PhD production line. One day he told a group of us , "Im not sure youre suited for this kind of a business. Were going to find out. Youre going to go out there and set up a production line and run it. You know , do the operation , not direct it."

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