

<<对话>>

图书基本信息

书名：<<对话>>

13位ISBN编号：9787510410857

10位ISBN编号：7510410851

出版时间：2010-8

出版时间：新世界出版社

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页数：127

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## 内容概要

In this book , three superb thinkers discuss the past , the present and the future of China. They are Mr. Zhao , with fame as "China's Image Master" and "China's PR Leader , " Mr. Naisbitt , a famous futurist in the United States and author of the super bestseller Megatrends , and his wife , Doris Naisbitt , a sharp-eyed observer and quick-witted thinker with the quality of a German-speaking philosopher. When the three eloquent dialogists , with forceful powers of voice and different cultural backgrounds , have an open-minded exchange of views on China's developmental model and the future of the world as well as other hot topics , there must be a clash of opinions and hence sparks of ideas. Their dialogue covers politics , economy , society , and culture , and the issues stem mostly from questions currently in the public mind , such as "What does the rapid rise of China mean to the world ?

" "Why does the West always like to impose its own values on other countries ?

" "Does the success of the Chinese economy really make Westerners jealous and fearful ?

" "What is the essential difference between the Western horizontal democracy and the Chinese vertical democracy ?

" The Oriental and Occidental representatives , with their different cultural backgrounds and values , have given their own answers to these questions. There are often conflicts of views and ideas , as well as many differences in their ways of expression. Even their humor is unique and marked with their own features. All this has made the five rounds of the witty dialogue more colorful , interesting , and attractive.

## 作者简介

作者：赵启正（美国）奈斯比特（奥地利）奈斯比特 译者：张洪斌 许靖国 赵启正, was born in Beijing in 1940. Majoring in experimental nuclear physics, he graduated from the University of Science and Technology of China in 1963. Then he worked for 20 years in the scientific research, design and production sections, taking various positions including that of senior engineer. Mr. Zhao successively held the posts of vice mayor of Shanghai, concurrently director-general of the Management Committee of the Shanghai Pudong New Area, and minister of the State Council Information Office of China. He is chairman of the Foreign Affairs Committee of the Chinese People's Political Consultative Conference, concurrently dean of the School of Journalism of Renmin University of China, and dean of the Binhai Development Institute of Nankai University. Mr. Zhao's publications include *Introducing China to the World - Zhao Qizheng's Speeches and Dialogues* (2005), *America and Americans Through Chinese Eyes* (2005), *Introducing China to the World (Continued)*, *The Art of Communication of Zhao Qizheng* (2006), *Riverside Talks A Friendly Dialogue Between an Atheist and a Christian* (with Luis Palau, 2006), *The Logic of Pudong - the Development of Pudong and Economic Globalization* (with Shao Yudong, 2007), *In One World - 101 Stories in Communication with Overseas People* (2007), and *Dialogue with the World Zhao Qizheng's Speeches* (English version, 2009). Some of these works have been translated into English, Japanese, Spanish, Russian, German, and Korean. 奈斯比特, John Naisbitt's books about the future have sold more than 14 million copies. The Financial Times attested that "in his most famous book *Megatrends* he did not go wrong with a single prediction," and Accenture listed him among the 50 global management masters. His studies of China began in 1967, and since then he has been to China more than a hundred times. His academic background includes studies in Utah, Cornell and Harvard. John Naisbitt has been an executive at IBM and Kodak. In 1963 he went to Washington where he was assistant secretary of education to President Kennedy, and special assistant to President Johnson. John Naisbitt is the recipient of 16 honorary doctorates in the humanities, technology and science, and holds three professorships from Chinese Universities. Doris Naisbitt, an observer of global social, economic and political trends, is director of the Naisbitt China Institute in Tianjin that was founded by her and John Naisbitt in 2007. She is the coauthor of *China's Megatrends: The 8 Pillars of a New Society*. She also holds professorships at Nankai University, Yunnan University and Yunnan Normal University in China. Doris Naisbitt has a distinguished career in publishing, serving as head of the Austrian publishing house, Signum Verlag. During her tenure she upgraded the company by acquiring international known authors and establishing Signum as a player in the German language market. From 2002 to 2006 she worked in close collaboration with John Naisbitt in public lecturing and in editing and translating his books and other works for the German publishing houses of Hanser, Bertelsmann and Frankfurter Allgemeine Buchverlag. She attended the Academy of Performing Arts in Vienna.

## 书籍目录

Part One: About the "China Model" Driving in the right direction China in the eyes of Western entrepreneurs Balancing between speed and stability Extending help to Western journalists Understanding the "China Model" Presenting a completely new China Dispute between three kinds of consensus Seeking common ground while reserving differences "American Dream," "European Dream," and "Chinese Dream" The "China Model" vs. the "Western Model"

Part Two: On the Global Understanding of China China at the center of the world stage Telling neighbors the true story Finding a topic of common interest Not judging another culture by your own measures Making money from a negative story of China Winning respect with one's own capability or effort

Part Three: How to Tell China's Story Better Telling China's story in a brand-new language Hearing the truth for the first time Complementing differing philosophies Jointly promoting the product of China Telling the truth of Tibet to the world Tibetans paying more attention to spiritual life Valuing the criterion for right and wrong More about Tibet after a visit there

Part Four: On Science, Education and Intellectual Property Lagging behind in science and technology Placing high priority on innovation in science and technology No taboo subjects in academic discussions in China About competition in Chinese scientific circles Seeing talent as a global commodity Bringing reform to Chinese education Introducing competition into education China already on the way to IPR protection Handling IP piracy cases Filtering unhealthy "informative air" Window glass with polarizing function

Part Five :Where Will China Go ?  
Creating a brand-new train

## 章节摘录

We would like to take this opportunity to express our thanks to all those people who have contributed their efforts to the publication of this book. We know it is a complicated process to edit a book like this in both Chinese and English. From the conception to the birth of our brainchild, we received help from many of our friends in various kinds of work, including recording, transcription, editing, translation, and communication. Help and support also came from the New World Press, the Bridge Art Center, and the State Council Information Office of China. We are particularly grateful to Madame Wu Wei, Deputy Director General of the State Council Information Office of China, for the initial suggestion of the book and her constant support, without which it would not have been possible to complete this book. We are indebted to Mr. Zhou Mingwei, President of China International Publishing Group, and Mr. Huang Youyi, Vice President and concurrently Editor-in-Chief of China International Publishing Group, for contribution of their bright ideas about the topic design for the book. Many thanks go to Mr. Zhu Yinghuang, former Editor-in-Chief of China Daily, and Dr. Paul Adams, visiting professor of Foreign Languages at Tsinghua University, for polishing and reviewing the English version of the book. Thanks also go to Mr.

## 媒体关注与评论

"This fascinating discussion between the former Chinese minister of the State Council Information Office of China and futurists and China experts John and Doris Naisbitt provides fresh insights into the thinking of the Chinese leadership about why they continue to call themselves Communists, how they see Tibet, the Dalai Lama, China and democracy, and why they do not consider themselves a model for the rest of the world, and views that are very far from what many Westerners think when they think of the Chinese leadership in Beijing. " ——Stephen H. Rhinesmith, Ph.D., former special U.S. ambassador to Russia and author of *Developing Leaders for a Global World*" There are two Chinas. One is the China of the Western media. The other is the real China. This brilliant and deeply insightful book is about understanding the real China, and the beginning of any understanding is always dialogue. " ——Rowan Gibson, author of *Rethinking the Future and Innovation to the Core*" Understanding China is one of today's great challenges and opportunities. This book offers a rare chance to listen to the dialogue among three highly innovative thinkers - a Chinese, a European and an American - who offer fresh perspectives on China's crucial role in the world. " ——Walter Link, chairman of the Global Academy" As a diplomat rushing around the world, I often feel that my happiest moment is to have conversations with great masters of culture of different countries. So, I am elated to have had a dialogue with Mr. Zhao Qizheng. Without doubt, China, as a great power, has a mission for the future of the world. China's development will contribute immensely to the progress of the human race. I strongly believe that this dialogue among renowned scholars will benefit the development of the "China Model. " ——Yuji Miyamoto, former Japanese ambassador to China

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