

阅读：桑迪韦尔出书：我就是“花旗集团” PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/214/2021_2022__E9_98_85_E8_AF_BB_EF_BC_9A_E6_c105_214660.htm #44032.

#54000.#47353.#45796. 1955#44208.#45817.#51649.#46020. #44256.

#51060. #50612. #47784.#44172. #54844. #44552.#48716.#50556.

#45796.. #44051.#51004.#48512.#45716. #51221.#51648. #54644.

#51060. #54616.#50616.#46304. #51004.#46028.#50724.#54624.

#51060.#45716. #48149.#48156.#51012.

#50612.#54664.#44208.#50500.#44032. #49888.

9#50900.#46104.#51012. #50556. #51008. #49324.

#47924.#51004.#46308.#44052.#49828.#47100.#51060.

#48260.#50752. #51064.#44172. #51012. #44396.#44256.

2#51068.#51032. #54876.#47484. #51088. #45796.#51060.#51008.

#51088. #48260.#50640.#51648.#51012. #45716.#47728.

#48516.#45796.. #47784. #44396.#51032. #51012.

#50632.#47751.#44032.#51032. #51012. #47532.#46020. #45796..

#44397. #50997.#51032. #54140.#53440., #49444.#51064.

#44256.#50689.#47196.

#47532.#50472.#44536.#49356.#50920.#51032.

#52285.#47784.#51060.#44536.#49334.#51204.#51201.#50500.#4753

2.#46300.#51060.#47924.#54396.#47196. #51008.

#44428.#47000.#47568.#51649.#50640.#49884.#54620. #45716.

40#47564.#49464.#52572.#51032. #47353.#47564.#50612.#45796..

100#44060.#50640.#51008.#48372.#51613.#51088.#44288.#46321.#4

5796.#54620. #48708.#47484. #44277.#45716.

#54633.#50997.#50629.#50472.#44536.#51008. 2006#47568. #51456.
#49328. 1#50613. #47084., #44592. #51060.#50613.
#47084.#44592.#54644. #44228. #45824.
#47784.#51088.#54620.#51060. #51008. #51068.
#49888.#48157.#45716. #44277. #53664.#45796..
#51068.#51004.#49884.#54644. #46523.#49464.#52572.#51032.
#50629.#49464.#44172. #45716.#51032. #51221.#50668. #50640.
#44257.#45812.#51080.#44536.#51088.#51032. #44277.
#44208.#48652.#46300. #50837., #51064.#48520.#44048.
#50857.#47196. #45716.#44536.#48652.#46300.
#50837.#44536.#53944.#51060.#47560.#50752.#44057.#44536.#5108
8.#51032. #49324.#52964.#49500.
#47112.#53944.#54532.#51060.#47532.#47196., #49884.
#47000.#47084.#47196.,
#51648.#51004.#50472.#44536.#51060.#48652.#46300.#48148.#4520
8.#45796.. #49345.
#49888.#44592.#48372.#45458.#51064.#46020.#54217.#51012.
#51652. #50629. #49688.#49324.#51012.
#50632.#44536.#48652.#46300. #49688.#53685.#52572.#51032.
#47928.#46308.#50689.#54664.#44053.#54620.
#50629.#44148.#54616.#46096.#47728. #47004.#53456.#50640.
#54620. #51221.#52769.#51012. #54028.#45796..
#47084.#44284.#50640. #50857.#48169.#51060.
#51064.#48520.#44048. #50857.#45796..
#47924.#47532.#51080.#48372.#51201.#44536.#47924.#54620.
#51088.#54588.#44256. #51221.#51064. #44552.

#50857.#49440.#54664.#44221.#44032.
#50504.#54644.#51088.#50640.#47140.#51012.#45716.#47749.
#50629.#49373.#47732.#49688.#48337.#49345.#47196.
#47029.#44592.#54644.#45796..#45716.#44060.#44277.#47196.
#50612.#45796..#47084.#54637.#49457.#54620.
#47564.#50500.#45796..#54364.#51064.
#47168.#50500.#47532.#51061.#54532.#49828.#50640.
#49888.#44221.#54616.#49884.#49832.#47484.
#44033.#44592.#54620.
#50500.#47532.#51061.#54532.#49828.#51032.
#47004.#46412.#50640.#51109.#51012.#44148.#47196.
#48337.#51004.#45380.#44536.#44428.#50640.#48128.#45208.
#51109.#51012.#47564.#50612.#54664.#44536.#51060.#48337.
#47168.#51088.#51032.#49373.#51080.#52572.#51032.
#54056.#44861.#45796..#51648.#49457.#54620.
#46988.#48157.#45716.#54056.#47579.#49828.#50868.
#45392.#47100.#51032.#48120.#45908.#51456.#50896.#45380.)
在1955年结婚时既没有工作也没有钱，就连举行婚礼的资金都要向父母借。由于没有得到妻子家的认可，还被威胁说“只要女儿愿意，不论什么时候都要把她带回家”，后来直到妻子已经怀孕9个月的时候，他才进入了一个小公司担任普通职员。经常向父亲和岳父要钱，在仅拿到两周的生活费之后还说：“大多数邻居都能得到富翁父亲的支援。”感到非常激愤。弄丢了父母、朋友们的钱，甚至还赔掉了几个家庭的钱。这就是被誉为美国金融界的“超级明星”，“传说中的首席执行官（CEO）”花旗集团董事长桑迪韦尔的事业初创

期的面貌。他的人生是典型的美国梦。从身无分文的小证券交易所最低层普通职员起家的他，在40年后创造出了世界最大的集团。在100多个国家提供银行、保险、证券、资产管理等多种服务的综合金融企业花旗集团以2006年末为准，资产达到1.8800万亿美元，当期净利润达215亿美元，以世界最大的规模傲视群雄。该书是韦尔自己讲述的成功故事。在600多页的书中包含了如何白手起家，建立世界最顶级的企业的过程。他将“品牌贪欲”、“利用他人的不安感”选为自己的成功秘诀。其中，“品牌贪欲”还相当于是他的象征。他将自己的公司“商业信贷公司”换成“Primerica”，再换成“旅行者集团”，最后换成了“花旗集团”这个品牌。总是对于收购知名度和评价高于自己的企业而耗费心力，他表示：“通过品牌收购，聘请了最顶级的专家，从而得以建设出了强力的企业。”来阐明对“品牌贪欲”的肯定性一面。而这样的过程中利用的方法就是“利用他人的不安感”。在财务管理上，属于比较保守的类型的他避免高风险的投资，偏爱稳定性的资金运营。这是为了一旦出现因景气变得不稳定而在资金上陷入困境的著名企业，就作为收购合并的对象展开进攻。这大部分都获得了成功。但是并非每次都能成功。代表性的事例就是决定将原本由自己经营的西尔森（Shearson）公司出售给美国运通公司。由于美国运通公司的品牌，以获得总经理职位作为条件进行了合并，但在4年后他被挤出权力层，只能让出总经理一职。他将该合并事例选为自己人生中最惨痛的失败。但是成功的人所讲述的失败就像美味的佐料一样，会增加书的趣味。该书原名为《The real deal》

（2006年）。100Test 下载频道开通，各类考试题目直接下载

。详细请访问 www.100test.com