

<<金光大国>>

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内容概要

After decades of hardship and disasters, the China of the 1970s was, to quote Chairman Mao, “ poor and blank ” . The nation ’ s per-capita output of metals was among the lowest in the world. There were the Shenyang Copper and Fushun Aluminium Smelters left behind by the Soviet Union and Japan respectively, and not much else besides. But finally the oriental “ sleeping dragon ” woke up and took flight. After Deng Xiaoping introduced the policies of “ Reform and Opening-Up ” at the end of the 1970s, China experienced continuous rapid economic growth. Her production and consumption of metals overtook those of Europe and America, to occupy the number one spot in the new millennium.

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作者简介

Jonathan Chang

Born in Shanghai; university graduate in foreign language & literature; and resident in Hong Kong.

Since 1977 compiled English-Chinese Dictionary on Commerce & Trade, and published in 1984 by the Commercial Press with more printings into 1990s.

In 1977 introduced the nickel world leader INCO with the first technical seminar to China upon her Reform and Opening-Up. Since 1978 joined London Metals Exchange founder Ring dealing member Brandeis to start its Far East office and develop China trade.

Since 1982 — 1985 merged into aluminium world pioneer Pechiney group in charge of Far East office and introducing advanced technology to help China great growth become the world ' s top aluminium producer at the turn of the century.

Since 1993 — 1995 started copper world leader producer Chile Codelco exclusive marketing direct to help China rapid growth become the world ' s top copper consumer at the turn of the new millennium.

In 2004 — 2010 merged into the aluminium world leader, and by a management buy-out of the same team set up the new company as CEO while inviting the British leading bank as the prime support to continue international metals trade with China.

In 2011 retired to write China ' s Emergence to Metals Power: My 35 years in international metals trade with China for Sino-West longterm friendly win-win cooperation.

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章节摘录

版权页： Until the 1980s LME Annual Banquet was almost exclusively a male-dominated black and white affair: the Western gentlemen attired in black tuxedos and bow ties with white shirts. The few yellow-skinned Orientals who attended were mostly Japanese. There were very few Chinese. In the 1980s ladies dressed in elegant gowns started to make an appearance. After China's Reform and Opening-Up there came more and more Chinese guests including some Chinese ladies dressed in red cheongsams in preference to the rather revealing gowns worn by Western ladies. They stood out against the black and white background, so our Western hosts welcomed the Chinese guests: "While the West is plunged into the dark black recession, your red costumes vividly symbolize the bright spot represented by the fast-growing Chinese economy." On the subject of colours, the Western and Chinese viewpoints are not just different but sometimes diametrically opposed. Metal traders have to constantly watch TV screens and computer monitors. On Chinese TV and at the Shanghai Futures Exchange rising prices are shown in red and falling prices in green, while in the West it is the opposite: green for rising prices and red for falling prices. Both Western and Chinese traders have been complaining: why can't we agree on a single unified system? This would avoid many headaches, even mistakes, on both sides. However, such things are ingrained in historical tradition and difficult to change. In the West red has connotations of blood and injury; it stands for red light districts and stopping at traffic lights, financial losses (hence falling prices), even terrorism. Green symbolizes grass and forests, health and life; green traffic lights mean go ahead, hence profits and rising prices. But in China red traditionally symbolizes celebration and rejoicing (weddings, shop openings, firecrackers, etc.) and in modern times it stands for the red flag of revolution. Green symbolizes poor crops, brothels, cuckolded husbands (who are said to wear green hats) and now falling prices. Similarly with yellow, which in the West signifies low-class pornographic publications but in China is associated with the Emperors and the royal family who were exclusively allowed to wear yellow robes and use yellow tiles on their palaces and temples.

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编辑推荐

《金光大国:亲历中国金属大国崛起(英文版)》以作者在海外从事对华贸易的视角，全面深入的总结了全球近三个世纪以来的金属贸易情况暨东、西方金属需求变化。

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