

<<西方文化概论>>

图书基本信息

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内容概要

《西方文化概论》分为三个部分。

第一部分从西方文化的源头讲起，介绍古希腊文化和圣经文化对西方文化的深远影响。

在教授西方文化课程的时候，编者深刻地感受到，仅讲解一些文化的具体形式和表现是不够的，必须要深入地理解其源头和思想的传统。

西方文化传统上又被称为“两希文化”，因此在具体介绍西方文化的方方面面之前，有必要从其源头开始探索。

第二部分对西方文化在各个领域的具体体现和发展进行了介绍，由于文化包括的领域众多，无法逐一详解，因此有选择地介绍了部分内容。

与传统教材不同的是，本教材着眼于从更加生活化的角度，讲解与人们日常生活密切相关的方面，而非纯学术性的介绍。

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章节摘录

版权页：插图：It would seem ridiculous that Caesar could come to power in today's America. But that ineffect is what has happened. By providing "Always Low Prices," Sam Walton understood onething clearly. As Caesar knew how to obtain and maintain his power accordingly, Sam Waltonknew that Americans deserved "Always Low Prices" —— low prices were their inalienable right.Americans work hard for their money and by providing them a place where they could stretchthat dollar even further Walton knew that a powerful recipe would be borne. In his eyes "AlwaysLow Prices" was nothing less than his civic responsibility, a service to the community ——Caesar looking out for the good of all his subiects.Through his tireless efforts of providing "Always Low Prices," Sam Walton was able toinvigorate his company with an over-arching goal of cost control that would accomplishtwo critical points from where his modern day Empire could flourish. First, it would lay thefoundation for one of America's most frugal companies and create a discipline that wouldbe second to none. Second, it would solidify an archetypical myth figure that would survivehim as founder and further lay the bedrock on top of which the Wal-Mart culture could firmlygrow. Without either of these cultural necessities of discipline and myth Wal-Mart would notand could not be the Wal-Mart we know of today.Every Empire needs its army to have discipline, without discipline in the ranks of thefoot soldiers all is lost. Sam Walton intrinsically knew this and gave his employees a uniformmessage, something that they all could believe in, something that they could rally around ——"Always Low Prices." It was simple, elegant and it was powerful. Any commander will tellyou that all armies need a rallying cry or central theme to be effective —— something that everyfoot soldier can easily understand. Kill the enemy because the enemy is evil. Kil high pricesbecause high prices are evil. Interestingly, the assumption that the enemy is evil never getsquestioned or else the whole idea of war makes no sense. In the same manner within Wal-Mart, the assumption that high prices are evil is never questioned or else the whole idea ofnever faltering to provide low prices makes no sense.

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