

《中关村的创新故事》

图书基本信息

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内容概要

《中关村的创新故事(英文版)》以英文形式讲述了了中关村的创新故事。一提起中关村很多人都会称它为中国的“硅谷”，因为这里聚集着包括信息产业在内的众多高新技术企业，是我国规模最大的高科技园区。20多年前，中关村还是一个名副其实的“村”，有田、有菜、有小路。从当年的中关村电子一条街到今天的一区七园，在中关村的发展历程中，“自主创新”一直是一个不可或缺的关键词。

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书籍目录

Introduction
Unleashing the Innovative Energy of "Knowledge Neutron Bombs" Detonator of Three
"Knowledge Neutron Bombs" Silicon Valley Admirer-Chen Chunxian "King of Innovation"—Wang XuanLiu
Chuanzhi-Messenger of Aspirations Burning Passion Free Enterprise, the "Light of Hope" IT, a "Neutron
Bomb" More "Chinese Chips" Being Created Blossoming with the World A Street Turning into an Icon Think
Globally, Act Locally Humanism Starts with Environment Protection Chronology of Zhongguancun

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章节摘录

插图：facing fierce competition with IBM, Compaq, and AST. However, Legend did not fare well in the market, as it was a novice. Legend was not even on 1991 list of Chi-na's top 10 PC-makers by sales. Although Legend's monthly sales of 100,000 computer main boards in the overseas market pleased officials with the Ministry of Machinery and Electronics, they favored large-scale State-owned enterprises such as Great Wall and Tide. At the beginning, in a bid to protect the homegrown computer industry, the Chinese Government instituted high tariffs and a quota system to block the entry of foreign machines. Such protectionism, however, led to the decline of quality of locally produced computers. In 1994, the Chinese Government opened the market for foreign PC-makers. This was a serious setback for Legend. A good case in point is that when the Ministry of Machinery and Electronics decided to scrap the microcomputer import permit system, it prepared a list of popular domestic brand microcomputers, and Legend was excluded. Liu recalled, "We were caught completely off guard. Foreign machines had better quality than ours and were even cheaper. We were no match for them. For about two months, we held meetings every day to discuss possible solutions. We were inferior to foreign competitors in all aspects—funding, technology, management, and talent. How could we fight the battle? Should we back out or act as an agent distributing others' products?"

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