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John Caslione: America must go long on globalization efforts

约翰・卡斯林：美国必须长期为全球化努力

By John Caslione

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For decades, we have been proselytizing and promulgating globalization to every corner of the Earth: inviting nations, people and cultures to come in under the tent and in so doing, advancing the ideals of the Western world.

几十年来，我们一直在世界各个角落传授和宣扬全球化：邀请国家、人们和文化融入其中并行动起来推进西方世界的理想。

And now that they've accepted our invitation, our future leadership cannot afford a soft, uninformed defense to tackle the changes that are occurring in our economy. It's time to plan and act for the long term, to "go long."

现在，他们已经接受了我们的邀请，我们未来的领导不能给予一种软弱的、无知的防御方式解决在经济事件中的变化。所以，现在就制定长期计划并采取行动，为了"长久"。

According to the World Bank's World Development Indicator data, the world's output grew 4.8 percent in 2006, half a percentage point faster than in 2005, to reach nearly $59 trillion. This number is the global pie that is going to have more countries grabbing for their fair share as the world order shifts and changes. And while the United States is currently the largest and most sophisticated economy, at approximately $13.9 trillion, that could all change in the blink of an eye.

根据世界银行的世界发展数据记录，2006年的世界产量增长4.8%，比2005年快了半个百分点，达到了近59万亿美元。这个数字说明将有更多国家想在这块全球化馅饼中取得自己应得的份额，因为世界秩序在变化。与此同时，美国是目前最大最先进的经济体，这大约13.9万亿美元可以在一瞬间全部改变。

Today, developing economies produce 41 percent of the world's output, and this year alone East Asia and Pacific more than doubled their output and increased their share of global output from 9 percent to 14 percent, and South Asia's share increased from 4 percent to 6 percent.

如今发展中的经济体创出41%的世界产量，仅今年东亚和太平洋地区增加了一倍以上的产量，从9%的全球产量份额增加到14%，南亚的份额从4%增加到6%。

This shift that is occurring, the "rise of the rest" as MIT economist Alice Amsden dubbed it in the '90s and Fareed Zakaria expanded upon in his new book, "The Post-American World," is very real, and the G7 are on the verge of becoming a supernova in our history books if we don't quickly get our collective acts together.

这种转变正在进行，在90年代，麻省理工学院的经济学家爱丽丝·艾姆斯登（Alice Amsden）曾称此为“他国的崛起”。法瑞·扎卡里亚（Fareed Zakaria）在他的新书《后美国世界》中对上述情况的阐述非常贴切，如果我们不尽快一起行动，7国集团在历史书籍中即将成为超新星。

There are economic powers such as China, India and Brazil that have quickly matured and will soon be in a position to join this elite group, making it the G10 or the G11 if we make permanent Russia's now provisional membership.

一些具有影响力的经济体如中国、印度和巴西已经快速成长并很快会在这个精英集团中取得一席之位，就会有10国集团或者如果我们认定俄国现在的临时成员为固定的话，就是11国集团。

We are seeing a great reversal in roles as emerging markets are becoming more and more visionary, leaving the United States in a precarious position. This is clear when you consider that on the one hand you have Citigroup, which has had to quickly come up with a plan to restore profitability by shedding $400 billion of assets within three years to boost revenue by up to 10 percent annually to satisfy analysts and investors.

我们在这些角色中看到一个巨大的逆转，就是新兴市场正成为越来越有远见的，而美国将处在一个非常危险的位置。很清楚，当你考虑一方面有花旗集团迅速拿出的一套三年内摆脱4千亿资产，增加收入达每年10%来满足分析家和投资者的恢复盈利计划。

And on the other hand, you have Tata Group Chairman and Chief Executive Officer Ratan Tata boldly telling the media that the next step in his strategy for its recently acquired British brands Land Rover and Jaguar is to "do nothing."

另一方面你有塔塔集团董事兼首席执行官拉坦・塔塔(Ratan Tata)明确的告知媒体他的下一步战略为近期收购的英国品牌路虎和捷豹是"什么都不做"。

Tata will instead engage in a "learn only" strategy to better understand the premium automobile market segment, and to begin to learn how premium automobile markets will develop in emerging markets like India. During this "learn only" strategy, Tata expects Land Rover and Jaguar won't reach profitability for two to three years.

塔塔会转而从事"只学习"战略，以更好的了解保费汽车市场部分，并开始学习在像印度这样的新兴市场中怎样发展保费汽车市场。在这种"只学习"战略期间，塔塔预料到路虎和捷豹在2到3年里不会盈利。

Going long is a strategic necessity that we must embrace because the new market makers from Asia, Eastern Europe and the Middle East are going long, and we in the West are going to have to have the foresight and vision to begin to trump, or even just to match, their extremely well-funded global growth strategies.

走的长久是一项我们必须接受的必要战略，因为来自亚洲、东欧和中东是长期的新市场决策人。我们在西方不得不有远见和眼光开始行动，或只是配合他们资助全球增长战略。

We are seeing this most notably in Africa and Latin America as government and business leaders from China, Iran and Russia arrive in such places as Brazzaville in the Congo and Caracas in Venezuela, ready to shake hands, sign trade agreements and dip into those deep investment pockets to grab their share of resources, minerals and energy.

我们在非洲和拉丁美洲更多的看到来自中国、伊朗和俄国的政府及商业领袖进驻到刚果的布拉扎维和委内瑞拉的加拉加斯这些地方，友好的握手、签署贸易协议并深入这些投资口袋，获取他们的资源、矿石和能源共享。

These nouveau riche economies no longer feel subordinate to the Western World, nor should they. They belong under the great tent, just as much as any other nation, and because, quite frankly, we invited them under the guise of living in a free and capitalistic world. As the old expression goes, be careful what you wish for, as you might actually get it.

这些暴发户经济家们不再也不会觉得低于西方世界。他们归属在一个巨大的帐篷下，就像任何其他国家，因为坦白的说，我们邀请他们生活在一个自由和资本主义的世界幌子下。如老话所说，小心你所许的愿望，因为也许会真的实现。

But this is what Ronald Reagan once called "a time for choosing." We can either choose to sleepwalk through our present, subordinating our interests and surrendering our future hopes, dreams and economic influence and prosperity to others, or we can choose to work with these rising nations and write the rules together because in short, come November we are choosing our global destiny.

这是里根曾说的“一个选择时代”。我们可以选择在现状中梦游，服从我们的利益并交出我们未来的希望、梦想和经济影响力使他人繁荣，或者我们可以选择与这些崛起的国家合作，共同规定管理。总而言之，来到十一月我们正在选择我们的全球命运。

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