

# 賣馬

## 《戰國策》

人有賣駿馬者，比三旦立市，人莫之知。往見伯樂曰：「臣有駿馬，欲賣之，比三旦立於市，人莫與言。願子還而視之，去而顧之，臣請獻一朝之賈。」伯樂乃還而視之，去而顧之，一旦而馬價十倍。

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## Selling Horses

### < The Strategies of the Warring States >

There was once a man who was selling horses. For three days on end he stood by his horses at the market place, but no one ever took any notice of him. He then went to see Bo Le <sup>1</sup> and said, “Sir, I have some good horses to sell. I have been at the market place for three days, but no one bothered to talk to me. I hope you can come to the market, take a look at my horses carefully while you go around them. When you go away, keep looking back at them over your shoulder. I will offer you a day’s taking if you can do as I said.” Bo Le then did exactly what the man asked him to do. In the same day, the price of his horses went up ten times.

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### Notes 註釋

1 Bo Le: An old Chinese story says Bo Le was an indisputable authority on horses. His name was always associated with authentic knowledge on horse training and horse breeding.