

Book Review: “Be a Better Man – Business Part”

Author: Vikrom Kromadit

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Vikrom Kromadit, born 17th March 1953, is originally from Kanchanaburi province. He is the eldest son in his family. Since his early childhood, Vikrom has long been interested in commerce. He received a bachelor's degree after attending National Taiwan University with a scholarship granted by the Taiwanese government. Later in 1975 when Vikrom returned to his home country, he established V & K Enterprise, Ltd. whose core business was import and export agricultural products and minerals. He had continued his trading business until he developed industrial estate business. Vikrom currently serves as the Chief Executive Officer (CEO) of AMATA Corporation, PLC. and as the Chairman of AMATA Foundation. He is one of Thailand's richest citizens.

The book titled “Be a Better Man – Business Part” is another widely read book and advantageous to readers as a “handbook” of business operation which has helped lead the readers to their goals.

The book was edited by Khun Prabhassorn Sevikul and published by Print City, Carbon Neutral Company.

“Be a Better Man – Business Part” is a book that conveys thoughts, knowledge, and beneficial experience. The book is like business compass that can be applied to business management in order to steer business in ways that lead to the goals.

The book consists of 33 chapters: One Dollar Millionaire; The Forever Dreamcatcher; Going Against Destiny; Fate, At Daybreak; At the Time of the Bangkok Bank Building's Opening; Buying the First Car; Experience from Paul Krampe; The Sky after the Rain; To the Brave Dreamer; Monsoon Season; Walk of Life; A Changing Wind; Leaps and Bounds; New Partners; Top Seller Going International; Economic Crisis; Steady Growth; Behind the Fame; Dreams Coming True; Human Passions; Road to Long-run AMATA; AMATA Bloodline; Millionaire Lifestyle; Sending Golden Message; Composition of Communication; The Toughest Work; Significant Investment; Freedom AMATA; AMATA Nakorn; I'm Not Millionaire No More; Discipline; and Sufficiency.

The book tells the ways to achieve success in life and that your performance plays a big part in your success. Some people may start from “zero” and being thrifty would definitely help bring stability to their life, along with being responsible. People should have a sincere gratitude, as it is a requirement for human development for peace and prosperity. Also, a smile costs nothing but gives much. Moreover, people should have a dream because dream is like fertilizer nurturing their life and bringing advances to all humankind. Today’s world has been shaped by such advances. People need to trust and believe in their dream as the western proverb “Where is a will, there is a way”.

The stairway leading you to the whole wide world is education. Education is intellectual capital that can be acquired through lifelong learning. Knowledge, skills and abilities can change people’s lives and their way of life. “As long as you are still alive and breathing, there is hope”. There are some great opportunities waiting if you are just open to them. Importantly, you have to be patient and not easily giving up the determination. Otherwise, you have to start over again. The opportunity to succeed will then be slowed down. People also need to have integrity, virtue and morality, and never cheat or take advantage of others. Your positive thinking, good deeds and good intentions will always be rewarded someday, sooner or later.

To lead a good life of their own, people should be flexible and gradually adapt themselves to a variety of situations, the changing social environment and the proper world. This is an inevitable and unavoidable part of life. Nonetheless, everyone has the right to choose their way of life by understanding their problems and knowing how to solve such problems in a logical and incredulous way. Also, people should find the way to participate in activities and the opportunity to meet others. This is to make business connections. In addition, you should be self-confident and not be shy to start a conversation with anyone and make friends. And that is a way to achieve success in life. Furthermore, good leaders always wear a smile no matter what they are going through. They need to hide their weaknesses and maintain their professional by doing one thing at a time. They also need to learn to trust others.

When deeply and thoroughly considering the aforementioned 33 chapters, you will find that the book suggests you to be aware of thoughts, knowledge and experience. The book also points out that there are lots of things in life that cost nothing such as smiles, dreams, responsibility, gratitude, patience, and morality and virtue. People should have their minds opened to the whole wide world; that is, to study, to be flexible to the changing social contexts, and to find

the opportunity to meet others. And these invaluable lessons can be applied as a “map” for businesspersons at a startup and as a “compass” that helps lead them to their goals. Besides, the book has also inspired those who want to be successful in life.