

BOOK REVIEW

SUCCESS IS DELIGHTED FOR ONLY ONE DAY



Author: Dhanin Chearavanont

Reviewed by: Dr.Chanakarn Chavaha¹

This book is the experience of Thailand's most successful businessman. Dhanin Chearavanont is a senior chairman of Charoen Pokphand Group (CP). Therefore, this book presents the personal and family history of magnates Dhanin Chearavanont and the established history of CP. Including, CP's strategies, philosophies, and methods that have made the company successful today.

After I finished reading this book, the first feeling was some business strategies from this book should be added to the business administration curriculum. This book provides content from the real experience of experts. Good learning is learning from experience and then apply in the way you are. Opportunity and obstacle analysis of a business operation is an important thing provided in this book. If you want to create a new business, it not an obstacle but it is a new opportunity. However, it needs to have the results of correct business analysis insight. The key principles of business operation in this book given to be comprehensive. For example, the key principles of business operation consist of building leaders in the organization and managing people in the organization.

This book is highly recommended. Not only the executive, manager, and employees in the organization, but entrepreneurs who are going to start their business should learn from this book. Readers will see the arts of how to manage a business, an initial of how to become a businessman, how to invest, how to success, and how to make a change your idea from experience one richest businessman in Thailand.

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