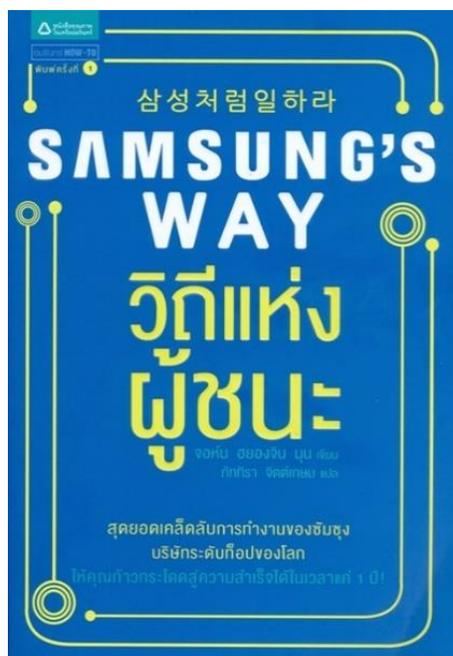


BOOK REVIEW

SAMSUNG'S WAY



Author: John Hyungjin Moon

Reviewed by: **Pariyapa Lapanant¹**

Samsung, a South Korean multinational company, has increasingly globalized its activities and becomes a powerful influence on South Korea's economic development. This book reveals various secrets of Samsung's success that make it be one of the best performing companies in the world. Besides business strategies, Samsung's culture which is in the bloodstream of every employee can make a major difference.

John Hyungjin Moon, the author, narrated his experiences through facts, logic and his creativity. This book shows the attitude of Samsung's management and employees. The secrets of how Samsung encourages its employee to work as if they were the president of the company, how to satisfy its customers professionally, and its business etiquette are clearly explained.

This book is highly recommended. Not only the management or employees of an organization, but students who are going to start their career should learn from this book. Readers will see the arts of how to work effectively, how to solve problems, how to negotiate, how to win, and how to make a change through Samsung's lens.

¹ Department of Management, Faculty of Business Administration, Rajamangala University of Technology Thanyaburi E-mail: pariyapa_1@mail.rmutt.ac.th