SBOOKS
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PORTFOLIO SBOOKS

Awaken Your Life's Purpose

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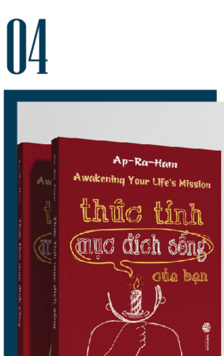

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Anh Dung Nguyen
Founder - Chairman of SBOOKS

- Member of the **Southern Startup Advisory Council**
- Member of the **Vietnam Publishers Association**
- **President and Founder** of **SBOOKS** Joint Stock Company, **BOOKAS** Publishing Company, and **TRUM MEDIA** Company
- Business Strategy Advisor
- Book Publishing Consultant Expert
- Personal Development Advisor
- **The million-copy author,** with **over 10 published titles** in the Vietnamese market, has consistently had books rank at the top of e-commerce platforms, including "Reverse Thinking," "Open-mindedness," "Turn Everything into Money," etc.

Personal motto: "For me, business is not just about buying and selling, but about serving society."

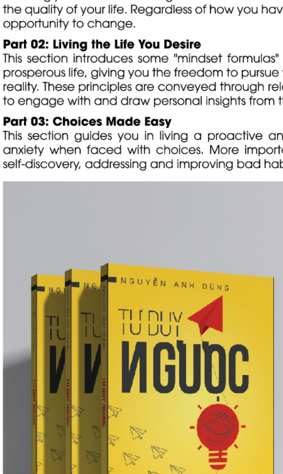
01 Reverse thinking: Understand yourself and have breakthrough mindset

The book consists of three parts:

Part 01: How Have You Lived Your Life?
This section presents the reality of your current life, your everyday experiences, and the seemingly small habits or insignificant events that can easily influence your choices and the quality of your life. Regardless of how you have lived in the past, you always have the opportunity to change.

Part 02: Living the Life You Desire
This section introduces some "mindset formulas" that can help you lead a happy and prosperous life, giving you the freedom to pursue your passions and turn your dreams into reality. These principles are conveyed through relatable, real-life stories, allowing readers to engage with and draw personal insights from them easily.

Part 03: Choices Made Easy
This section guides you in living a proactive and decisive life, free from hesitation or anxiety when faced with choices. More importantly, it will help you in the journey of self-discovery, addressing and improving bad habits to lead a higher-quality life.



PART 01
How Have You Lived Your Life?
Is Luck Simply a Coincidence?
Let Go of Expectations and the Desire to Please Others
Where Your Mind Is, There Your Success Will Be
Swim Against the Current and Become Admired by Many
Conquer Your Inner Fears
Live Differently
There Are Countless Ways to Live—Live Your Own Life
Why Are You Poor, and How Can You Become Wealthy?
PART 02
Living the Life You Desire
Do You Know the Formula for Success?
Dare to Pursue Your Dream Job
Are You Giving It Your All, or Just Trying Your Best?
Dare to Be Different, Dare to Break Through
Presenting Your Ideas
Think Differently, Achieve Better Results
Be Continuously Kind, Be Continuously Learning
Become an Expert in Your Field
Become an Outstanding Leader of Yourself
The Art of Focus
PART 03
Choices Made Easy

The book series reached a milestone of 500,000 copies published in 2024, creating a hit on e-commerce platforms.

Read Sample

Reverse thinking: Understand yourself and have breakthrough mindset

Why Are You Poor, and How Can You Become Wealthy?

What laws are at play governing wealth and poverty, success and failure? What steps must be taken to change your life? **"The rich get richer, and the poor get poorer."** This is known as the Matthew Effect. What is vital to understand that when different conflicts arise, one law always dominates the others. The distinguishing feature of the Matthew Effect is that it forms the foundation for other laws. **This law states: "The smartest person does not always come out on top. The smartest person is not always wealthy. And the most talented person is not always celebrated. However, time and opportunity will come to everyone."** The phrase "does not always" implies that it rarely happens. Intelligent people are indeed more likely to be wealthy, to win, and to be praised. However, time and opportunity will present themselves to everyone—this is when your determination must surpass the other laws.

This story occurred 3,000 years ago and is recorded in the Bible. Israel, a nation located in a strategic position in the Middle East, was frequently invaded by neighboring countries. Among these, the Philistine army was the most formidable. In one battle, the armies of both nations were at an impasse. To avoid heavy casualties, the kings of both nations proposed a one-on-one duel to determine the outcome. This ancient method minimized loss on both sides. The Philistines put forth Goliath, a giant warrior standing over 9 feet tall, clad in armor, holding a spear and shield, and challenging the Israelites. The entire Israeli army was terrified by Goliath's immense size and aggressive demeanor. King Saul of Israel encouraged his men, but none dared to face Goliath in single combat. The deadline approached, and if no one stepped forward, Israel would be deemed defeated. Finally, a young man named David, who was not even a soldier but had only come to bring food to his brothers, volunteered to fight Goliath. King Saul hesitated because David was small and inexperienced in battle. However, David insisted, claiming he could defeat Goliath, just as he had defeated wolves and lions while guarding his sheep. As David was the only willing participant, King Saul reluctantly agreed. David stepped forward to face Goliath. The Israeli army offered him armor, but he refused. They gave him a sword, but he declined. David carried only a sling and a dagger. The Philistines laughed, and Goliath was enraged, considering David an unworthy opponent. Goliath charged with his spear, intent on destroying David, but David swung his sling and hurled a stone, striking Goliath squarely in the forehead. The giant fell. David swiftly approached and severed Goliath's head. The Philistine army fled in panic. David would later be anointed king by Saul and become King David.

In this story, David represents the seemingly small and powerless individuals, underestimated by the "great armies." Goliath symbolizes the strong and wealthy. So how can people with low incomes become stronger? The answer: learn from David. In other words, don't play by the rules of the powerful—create your own game.

First, you **must accumulate knowledge—self-education** is critical.

Second, save and **accumulate** wealth.

Third, master **communication—effectively conveying your message** will open up more opportunities.

Fourth, build **unstoppable habits.**

Fifth, find a mentor and learn from them.

Sixth, start a business.

Seventh, never give up in the face of failure. Successful people are those who **endure failure before reaching success.**

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02 Open-mindedness: Break free and let your creativity soar

People are living in the age of technology, where everything changes rapidly, requiring us to be flexible in our thinking to keep up with global trends. In other words, we need an open mind to embrace and explore new knowledge. If we cling to our preconceptions, progress will stagnate.

Specifically, people with an open mindset believe that with effort and change, they can make progress. They willingly embrace challenges, viewing them as opportunities to learn new things. When faced with difficulties or failures, people with an open mindset often adopt the attitude: "If this doesn't work, let's try something else." For them, failure is merely a lesson that helps them perfect themselves and advance their careers.

So, how do we know if we have a closed or open mindset? How can we recognize it? How can we develop an open mindset? And how does an open mindset contribute to our lives?

If you find yourself asking these questions, then this book is for you. Compiled based on the **author's studies, research of both domestic** and **foreign materials,** and **personal experiences,** it **will provide you with the valuable benefits of an open mindset,** helping you **confidently pursue your dreams,** be ready to face any obstacles, and always feel happy.

Open-mindedness: Break free and let your creativity soar

Part I: Who Are You?
Fixed vs. Growth Mindset: Which One Are You?
The Person You Want to Become
Changing Your Thoughts, Actions, and Emotions
You Are Smarter Than You Think
Unleashing Your Inner Confidence
Embracing Challenges
Failure is Normal
Cultivating Creativity
Letting Go of Control
Thinking Multidimensionally

Part II: Change or Die
Stepping Out of Your Comfort Zone
Calmness Helps You Achieve Everything
Essential Focus Techniques
Effective Time Management
The Key to Success: Decision Making
Building Effective Habits
Think Differently, Do Differently
Challenges Fuel Your Growth
Persistence and Learning Lead to Success
You Decide Your Own Capabilities

Part III: The Best Version of Yourself
The Power of Listening
Give More, Get More
Always Say "Yes"
Learning to Say "I Don't Know"
Ethics? Set Them Aside
Be Childlike
Persuade Anyone
Leave the Past Behind, Live a Meaningful Life
Achieving Self-Sufficiency
Understanding Yourself and Others

Part IV: Everything Is Within Reach
Learn from Others' Mistakes
Don't Be Angry When You Make Mistakes
Always Praise Others
Be Humble About Your Knowledge
Happy For Others' Success
Appreciate the World Around You
Set Goals for Everything
Balance Your Body and Mind
Live Like Tomorrow Is Your Last
Happiness is a Choice

The book series reached a milestone of 500,000 copies published in 2024, creating a hit on e-commerce platforms.

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03 Turn Everything into Money: Secrets to escaping poverty and achieving true wealth and success

"Turn Everything Into Money" consists of three major parts:
Part 1: The Aspiration to Turn Everything Into Money
Part 2: Turning Everything Into Money
Part 3: Creating Cash Flow

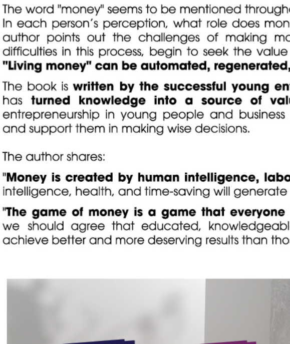
The word "money" seems to be mentioned throughout the book. What exactly is money? In each person's perception, what role does money play? Right from the first part, the author points out the challenges of making money. Each individual will encounter difficulties in this process, begin to seek the value of money and learn how to grow it. **"Living money" can be automated, regenerated, and create lasting success.**

The book is **written by the successful young entrepreneur Anh Dung Nguyen,** who has **turned knowledge into a source of value for people.** He aims to inspire entrepreneurship in young people and business owners, broaden their perspectives, and support them in making wise decisions.

The author shares:

"**Money is created by human intelligence, labor, and time,** so anything that fosters intelligence, health, and time-saving will generate money."

"**The game of money is a game that everyone in this society must play.** Therefore, we should agree that educated, knowledgeable, and trained people will certainly achieve better and more deserving results than those who wait for luck."



Part I
The Aspiration To Turn Everything Into Money
Chapter I: Have You Understood Money?
Chapter II: Why Do You Always Struggle With Making Money?
Part II
Turn Everything Into Money
Chapter I: Start With Anything
Chapter II: The 5 Levels Of Money
Chapter III: Developing Income Sources
Chapter IV: The Formula For Turning Everything Into Money
Part III
Creating Cash Flow
Chapter I: Automating Cash Flow
Chapter II: Transferring And Replicating Success
Chapter III: Regenerating Cash Flow
Chapter IV: The Cause Of Money
Chapter V: Winning The Money Game
Conclusion

The book has become the most widely read since the COVID-19 crisis, amidst a dramatically fluctuating economy and as those heavily affected by the crisis begin to seek ways to revive their careers. The book has sold nearly 200,000 copies in the Vietnamese market from June 2023 to June 2024.

Read Sample

Turn Everything into Money: Secrets to escaping poverty and achieving true wealth and success

On a different level, we must clearly understand the nature of money based on its significance to society and human life. Essentially, **money can be categorized into two types: "live money" and "dead money."**

"Live money" can increase in value, circulate continuously, generate positive returns, and multiply into "new money." While we may not always see it, it operates like a system and is sometimes referred to as "the cause of money" or "the flow of money," also known as "cash flow." "Live money" may not necessarily create material wealth, but it can **provide "financial freedom,"** something many people aspire to. This is the positive difference between passive income and monthly expenses.

On the other hand, "dead money" has the opposite meaning. It refers to money that loses its value after being used, does not retain its value, and cannot reproduce or generate "new money." We will discuss this concept in more detail later in the book.

We cannot deny that money is a means to live, and we have the right to use it as we please when it is under our ownership, since we have earned it. However, it is essential to use money wisely so that it does not become "dead money" or turn into "meaningless dead money" due to reckless spending.

"Dead money" is usually visible, tangible, countable, and usable and creates a sense of pleasure when owned, which is why most of us desire to possess as much of it as possible. We work hard each day, save daily to build assets, feeling proud of our "wealth" and secure in our "financial foundation." **However, this financial foundation can sometimes become a source of danger, creating anxiety for its owner. A sudden economic or political shift could drastically reduce the value of these assets or even "freeze" them entirely.**

Even though some individuals may be wealthy and possess many valuable assets, they may still lack financial freedom because they view money as wealth and associate being rich with owning a large amount of assets. **Conversely, those who pursue "financial freedom" see money as a form of "commodity" and the act of generating money as a "money game."** They may not own many assets, but they consistently create "cash flows" that automatically flow, generating money from anything, anywhere, and in any circumstance. Economic fluctuations do not affect them, and, in fact, often create more opportunities for them.

Therefore, **instead of accumulating "dead money," concentrate on investing in the "cause of money."** A steady "cash flow" that runs automatically, creating "financial freedom," will undoubtedly be better than a massive asset pool that brings invisible pressure to maintain and protect, leaving you exhausted. In the end, assets are not something that will stay with you forever, whereas freedom is something that everyone pursues and brings true happiness to you in every moment. Learn how to "turn everything into money" to ensure the ability to create "financial freedom" for yourself anytime, anywhere, and under any circumstances.

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04 Business philosophy

The book unlocks the entrepreneurial mindset and guides the path to starting a business through the **"7 business philosophies."**

These **"7 business philosophies" form a system of mindsets and strategies for sustainable entrepreneurial success, enabling businesses to take steady steps from the beginning and continue thriving in the long term.** For decades, this method of business rooted in the seven philosophies has been applied by most successful companies, yet no one has brought these principles to the public until now.

With his experience in advising many businesses and his entrepreneurial journey in the publishing industry, entrepreneur Anh Dung Nguyen has distilled these crucial philosophies to share with readers—entrepreneurs who are seeking a toolkit for developing their startups.

Speaking about the book's core idea, the author stated, ***"The correct mindset is to understand that a business must first serve its customers, then its employees, partners, investors, and only lastly, the entrepreneur (the founder of the business).*** *The entrepreneur is the first to give and the last to receive. If all businesses fully understand their service mission, they will be aligned with the true principles of business philosophy."*

Preface
Part I **– Starting With A Story: As Told By Peter**
Part II **– The 7 Business Philosophies Of A Successful Enterprise**
Turning The Business Brand Into A Cultural Symbol
First Philosophy: The Philosophy Of The Product
Second Philosophy: The Secret Of Product Value
Third Philosophy: The Business Message Fourth
Philosophy: The Key To Business Growth
Fifth Philosophy: Standardizing Business Operations
Sixth Philosophy: The Meaning Of Business Existence
Seventh Philosophy: The Business Philosophy
Part III – Why You Must Embrace The 7 Business Philosophies

Prof. Dr. Quang Vinh Nguyen (Coe College, Iowa, USA) commented on the book Business Philosophy: *"I would like to thank the author for providing entrepreneurs with valuable insights into the right direction and path for starting a business. Every business and entrepreneur's first and ultimate purpose is to serve people and society with sincerity, passion, and the highest value of their talents."*

Read Sample

Business philosophy

Mr. Drucker answered:
The "7 Business Philosophies" model is a framework for starting a business that centers on seven key philosophies of a successful enterprise.

- **The first is "The Philosophy of the Product."**
- **The second is "The Secret of Product Value."**
- **The third is "The Message of the Business."**
- **The fourth is "The Key to Business Growth."**
- **The fifth is "Standardizing Business Operations."**
- **The sixth is "The Meaning of Business Existence."**
- **The seventh is "Business Philosophy" (The enterprise's ideas, principles, and culture).**

This is the "7 Business Philosophies" model. It is a methodology that every business, from its inception to its success, must thoroughly study and apply to create a breakthrough. This is why the Drucker Group, though only four years old, has become one of the fastest-growing companies in the world, thanks to the principles derived from this "7 Business Philosophies" model.

THE FIRST PHILOSOPHY OF THE PRODUCT

A product is not created for the company. It is created for the customer. The reality is that businesses have long been viewed as "machines that produce products;" naturally, the products belong to the company. This aspect is undisputed. However, if a business continues to believe that it solely decides the creation of products because it produces them, that is a critical misconception. The misconception lies in the fact that if a company does not transfer "ownership to its customers," allowing them to own the product (in both the literal and figurative sense), the business will not generate profit. The business cannot survive if it produces products and "retains ownership," keeping them solely for the company's use. This reality will always hold-businesses can only "generate profit" when they transfer ownership to their customers. Therefore, the product is created for the customer; it exists because of the customer and ultimately belongs to the customer.

When we believe the product is created for the company, the company may assume it can create products as it pleases, with any design it desires. In the end, customers may or may not choose to buy the product, may or may not engage with the business, and eventually may leave the business to do as it wishes. At that point, even if the business owner expects the company to "survive or not survive," it will no longer be within their control—it has already "gone bankrupt." Why? **Because the customer is the true master of the business.** The customer decides whether the business survives or not. The customer is the one who pays the employees. The customer even pays the entrepreneur. The customer pays for the product and funds everything in the business. Therefore, if the company does not create products "for the customer," then for whom is it being created? If a company understands that its mission is to create products for the customer, there are two essential relationships it must establish:

1. **The first relationship** is **between everyone within the system and the product.** From specialists to business people to entrepreneurs, they all share the same mission: Whatever the objective of the product, it is always created for the benefit of the customer.

2. **The second relationship** is **between the business and its customers.** Key questions include: **Who is the true master of the business? The customer. Who pays the employees? The customer. Who creates the product? The customer. For whom is the product created? The customer.** When you establish that every person in the process of creating a product is, in fact, a machine for generating customers rather than merely a machine for producing products, you realize that customers are the source of inspiration for all the work within the company. Customers are also the ultimate outcome of the business. Imagine a company with millions or even billions of customers - wouldn't that business be incredibly successful?

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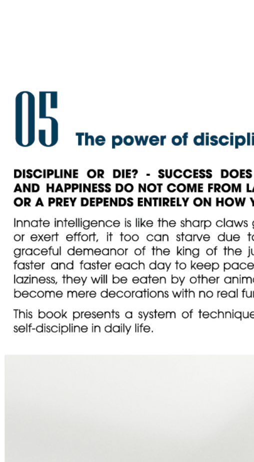
05 The power of discipline

DISCIPLINE OR DIE? - SUCCESS DOES NOT COME FROM LUCK, AND FREEDOM AND HAPPINESS DO NOT COME FROM LAZINESS OR WAITING. BECOMING A MASTER OR A PREY DEPENDS ENTIRELY ON HOW YOU CHOOSE TO LIVE YOUR LIFE.

Innate intelligence is like the sharp claws gifted to a tiger, but if the tiger does not train or exert effort, it too can starve due to its inability to catch prey. To possess the graceful demeanor of the king of the jungle, tigers must continuously train, running faster and faster each day to keep pace with their prey. If they indulge in comfort and laziness, they will be eaten by other animals sooner or later, and those sharp claws will become mere decorations with no real function.

This book presents a system of techniques, principles, and methods for implementing self-discipline in daily life.



Introduction - Preface
Chapter 1: **What is Self-Discipline? What are the Benefits of Self-Discipline?**
- The benefits of self-discipline
- Levels of self-discipline
1. Motivation and willpower
2. Discipline
3. Habits
4. Identity
Chapter 2: **Principles of Training and Steps Toward General Self-Discipline**
I. Steps toward self-discipline:
1. Find motivation, set goals, and create personal challenges
2. Build a plan
3. Take immediate action
4. Make a commitment
5. Create habits
6. Focus and eliminate temptations
7. Maintain a positive attitude
8. Balance with relaxation
II. Principles of self-discipline implementation:
1. Focus effectively
2. Break down goals: start with the easy tasks
3. Gradually increase the difficulty
4. Conclusion
Chapter 3: **Methods for Working Efficiently**
- The 80/20 Rule
- The Pomodoro Technique
II. Principles of self-discipline implementation:
- The 4 Seconds-2 Minutes-72 Hours-21 Days Rule
- The Eisenhower Matrix Technique
- The Chunking Technique
- The To-do List Technique
- The 90/90/1 Rule
- The Big Rocks Technique
Chapter 4: **Time Management Techniques**
Chapter 5: **Personal Finance Principles**
1. Financial planning
2. Saving and investing
Chapter 6: **Do not Blame Failure**
- Build self-confidence to pursue your goals
Chapter 7: **Famous Quotes**

Read Sample

The power of discipline

Let's Calculate the Opportunity Cost of the Work We Do

Opportunity cost is a concept in economics that describes the value of the opportunity that an individual or organization must forgo when choosing one option over another. It relates to sacrificing one opportunity to gain a different benefit. For example, if we have two job offers: one from a large company with a high salary and another from a startup with a lower salary but the potential to earn equity. If we choose a large company for its immediate high salary, the opportunity cost is the value of the equity and experience at the startup that we chose to forgo.

Opportunity cost measures the value of sacrificing one option compared to the opportunity we rejected. It helps us better understand decisions and their impact on our finances or personal development.

Opportunity costs begin to emerge when we work diligently without focus or a specific plan. We might have pursued some projects or creative ideas but missed them because we were "blinded" by our day-to-day work. Every hour spent on unimportant tasks or activities that do not bring real value is an opportunity cost for more significant activities.

In reality, **working mindlessly can lead to missing personal growth opportunities and hinder professional development. Short-term goals may be achieved, but the opportunity cost can become quite steep if we lose sight of strategic priorities and fail to focus on them.**

A wise approach is to invest time in identifying important goals and priorities. This helps us avoid blind work and concentrate on activities that truly matter. Otherwise, we may pay for the missed opportunities, making the opportunity cost very high and difficult to recover.

Opportunity costs exist not only in career work but also in household tasks or any other activities. Everyone has the same 24 hours each day, which is fixed and limited. Time and task management require careful consideration because, at times, overworking can lead to losing the balance between work and personal life, such as household duties, family care, or self-care. If we overwork or sacrifice too much for family care, we may suffer in other areas of life. Often, we recognize the problem clearly when it is too late; by then, the consequences may already be significant.

Therefore, being more disciplined or hardworking does not mean working more but finding a balance. Set personal rules for yourself regarding maximum work hours, and dedicate time to travel, rest, meditation, personal hobbies, or pause for other important matters. If you are a manager, remember that the collective work capacity of the team far exceeds that of an individual. An overall view of the group is more important than focusing on doing more work yourself.

Overworking can sometimes have the opposite effect, leading others to perceive that our abilities are weak and ineffective. This can further create negative perceptions, adding pressure and potentially leading to depression or severe stress. Instead, **creating a balanced work model shows maturity and creativity, ensuring we maintain effectiveness and satisfaction in work and life.**

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06 Master your destiny and achieve your dreams

Mastering Destiny - Is it Defying Heaven's Will?

It is not uncommon to hear such questions when a book like this is published. However, more than 3,000 years ago, Lao Tzu, a great sage of ancient China, once said: **"Sow a thought, reap a word; sow a word, reap an action; sow an action, reap a habit; sow a habit, reap a character; sow a character, reap a destiny."** We all live on the same earth, under the same sky, as humans with the same physical body structure, breathing the same air and growing from nature's essence. However, some remain ordinary, while others become extraordinary. Their greatness does not lie in their external appearance but in the values they create; they are great because their hearts are noble and always oriented toward others.

"Master your destiny and achieve your dreams" is divided into six chapters, each representing a stage of the journey to mastering one's destiny. The book begins by clearly defining and distinguishing the boundary between "predestination" and "destiny." Only when we understand that fate has never been predetermined can the following stages hold true meaning!

The remaining five chapters explore the elements that shape destiny, the journey of changing one's fate, and the methods to undertake this journey. Mastering body, mind, intellect, and spirit, or choosing to walk the path of righteousness—all are steps that bring a person closer to the goal of mastering one's own destiny.

INTRODUCTION
CHAPTER I: PREDESTINATION AND DESTINY
Destiny has never been predetermined.
CHAPTER II: THE 5 ELEMENTS THAT SHAPE DESTINY
- Belief determines destiny.
- Character determines destiny.
- Willpower determines destiny.
- Understanding determines destiny.
- Environment determines destiny.
CHAPTER III: THE JOURNEY TO CHANGE DESTINY
CHAPTER IV: TURNING DESTINY AROUND
- Who am I?
- Focus the mind – Resolve the situation.
CHAPTER V: MASTERING BODY – MIND – INTELLECT – SPIRIT
- For a healthy body.
- For a peaceful mind.
- For a clear intellect.
CHAPTER VI: WALKING THE PATH OF RIGHTEOUSNESS
- Self-cultivation.

Read Sample

Master your destiny and achieve your dreams

Focus the Mind - Resolving the Situation

"Situation" refers to the circumstances, environments, or relationships we have encountered, are experiencing, or will face throughout our lives. **"Resolving the situation" is how we respond to these circumstances to create an outcome.** The results we receive, whether good or bad, are determined by how we react to those circumstances. Our reactions are primarily dependent on our emotions when confronted with the situation. For instance, when faced with an unexpected rainstorm, one person might feel delighted, another might feel anxious, and someone else might feel irritated. These emotions do not stop the rain from falling but can influence the following actions. A person who feels joyful might create an artistic masterpiece, while an irritated person might become angry and act in a way that negatively affects others.

Everything in life exists in a state of "emptiness," like the sudden rain. These events are neither inherently good nor bad; they operate according to natural laws and occur when the necessary conditions are met. Independent of human will. Thus, individuals can choose their responses and create positive outcomes for themselves. The best way to manage emotions is to cultivate a "calm mind." While this may seem simple, it requires a long and persistent personal training process. We can only accurately and deeply analyze and evaluate a problem when the mind is calm. **The best solutions often emerge when people are in a state of tranquility.** This relates to the relationship between **Cause – Condition – Effect.** "Situation" is the external factor that triggers emotions, which is the Condition. Our actions or reactions to the situation determine the outcome we receive. That outcome becomes the cause in the Cause – Condition – Effect chain.

The most outstanding scientist in history, Isaac Newton, discovered the law of gravity while sitting under the shade of an apple tree and reflecting. It was during his focused contemplation on gravity that the apple fell. Through observing and analyzing the falling apple, he arrived at the answer to a long-studied theory. Newton's concentrated contemplation was the Cause, the falling apple was the Condition, and the result was the discovery of a natural law that has benefitted humanity for centuries. Thus, we can create outcomes when we focus our minds on a task. In other words, focusing on the mind helps resolve the situation and navigate through Cause and Condition more easily. This focus enables us to harness physical strength through intense concentration, manage emotions without being influenced by distractions, and effectively utilize the power of the mind to observe and analyze phenomena from a narrow perspective, thus grasping the essence of natural laws. It allows us to fulfill our noble missions and guide our souls on our chosen path. **"Where the mind is, the soul follows."**

An old story tells of a monk who lived in an ancient temple high in the mountains. One day, a traveler visited the temple and, knowing the monk had attained enlightenment, asked him:

- "What did you do before attaining enlightenment?"

The monk replied: "I chopped wood, carried water, and cooked meals."

The traveler then asked: "And after enlightenment, what do you do now?"

The monk said: "I still chop wood, carry water, and cook meals."

Perplexed, the traveler asked: "Then what is different from before?"

The monk slowly answered: "Before enlightenment, while chopping wood, I worried about carrying water; while carrying water, I thought about cooking. After enlightenment, when I chop wood, I only chop wood; when I carry water, I only carry water; and when I cook, I only cook."

Every situation we encounter can create results and meaning on our journey of cultivating virtue and merit. Focusing the mind to resolve situations based on unchanging laws and principles of ethics will help us overcome any circumstance and master our destiny. **By being mindful of the "cause" in every word, thought, and action, we embody the "Bodhisattva path."** By maintaining harmony, compassion, and love for all beings, we awaken the "Buddha nature" within us. **"Living slowly" allows us**

Michelle Nguyen

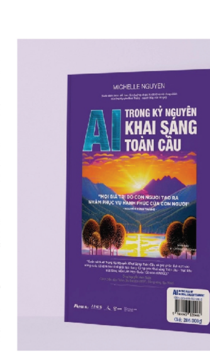
- **Chairwoman of the Board – MI EDU Consulting and Training Joint Stock Company.**
- **Deputy Head of the Women and Children Committee under the ASEAN Center for Cultural and Religious Studies.**
- Author of The Diamond Leader, regarded as the must-read book for leaders.
- Expert in leadership development and self-governing corporate culture.
- Trainer and consultant on management and building diamond talent teams for businesses.
- With **over ten years of experience in research and business production,** she has spent more than seven years training and consulting tens of thousands of leaders and business owners across hundreds of industries, helping them system-atize their operations and increase business profits by 300%.

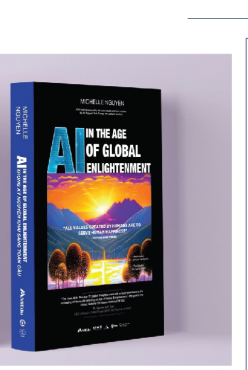
01 AI in the age of global enlightenment

What Should Humans Do When AI Becomes a Superior Species—Smarter and More Capable Than Humans—in the rapidly changing era of Industry 4.0 towards a 5.0 society, an Era where creative intelligence, not just resources or geography, is the Key to Competition?

The world is undergoing significant changes due to the rapid advancement of AI, which is taking away jobs from millions of people. Today, AI-generated artwork has won top prizes in competitions against human artists, and AI is composing music, writing movie scripts, and more. ChatGPT has successfully passed the US Medical Licensing Exam, the MBA exam from Wharton—the prestigious business school of the University of Pennsylvania—and part of the bar exam.

The book **AI IN THE AGE OF GLOBAL ENLIGHTENMENT was compiled to help the community gain a comprehensive and accurate understanding of AI and learn how to collaborate and work effectively with AI to benefit human happiness.**





The book was reviewed by Assoc. Prof Dr. Gia Binh Truong, Chairman of the Board of Directors of FPT Corporation: *"According to WHO,* ***nearly 1 billion people currently suffer from mental health disorders.*** *It is predicted that by 2030, depression and suicide will become the leading causes of death. This is a serious global issue that Generation Z and the world must face. The book provides solutions to* ***help Generation Z maximize their talents and creativity for happiness and success in families, businesses, organizations, and society.*** *FPT experienced a period of stagnant labor productivity while managing under a systematic approach but saw significant growth when the focus shifted to values and people. FPT is currently implementing a culture of 'Pursuing Happiness Together,' which aligns with many of the principles outlined by Michelle Nguyen in this book."*

In addition to AI's extraordinary benefits, how can humanity prevent the risks and address the challenges posed by AI? What is the necessary covenant for peace and human security in the AI era? **Anh Tuan Nguyen, CEO of the Boston Global Forum (BGF), provided the foreword and remarked:** *"The book AI In The Age Of Global Enlightenment* ***will play a positive role in reshaping the world,*** *contributing to the creation of the Global Enlightenment Era - a goal of the UN Centennial Initiative (UN100)."*

The book is recommended by Ramu Damodaran, President of the UN Centennial Initiative, Co-Chair of the United Nations Centennial, and Professor Nazli Choucri of MIT, a member of the Board of the Boston Global Forum.

Dr. Quan Nguyen, former Minister of Science and Technology and chairman of the Vietnam Automation Association, shared his perspective: *"We face a significant challenge in AI development: AI can help our society improve and flourish. We created AI, but AI, in turn, helps us perfect the world. The AI-driven society must ensure better outcomes to prevent scenarios where a small group could destroy the world with nuclear warfare, which remains a current concern.* ***I hope Michelle Nguyen's book sparks thought and encourages us to focus more on humanistic values, greater equality, and democracy in this new era."***

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* Testimonial
* Preface
PART 1: LEARNS TO BE HUMAN
1. A conversation between on AI - Xachari and its inventor
2. A family basis
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4. Improving efficiency
5. Time stops
6. A journey to evolve the soul
7. LQ - Love Quotient - The basis for a peaceful world?
8. A healed wound?

PART 2: LEARNS TO LEAD AN ORGANIZATION
9. A leader and his ego 10. Everyone has a heart 11. How to develop the potential ingenuity of the workforce?
12. The creative power that AI does not have? 13. The culture of "Together for Happiness" 14. A decentralized system
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17. A day for contemplation and discussion
18. Assessment of efficiency
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PART 3: SERVES SOCIETY
21. The circular economy and regenerative agriculture 22. AI helps bring people back to life
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PART 4: SERVES HUMANITY'S HAPPINESS
25. The logic of the new era
26. The AI World Society - AIWS
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Read Sample

A CULTURE OF SELF-DISCIPLINE

After 6 months of bringing a mindfulness culture into the business to help all employees practice and improve LQ, many employees had begun to neglect their daily mindfulness practice when they were so excited before. People found solutions in discussions with members taking on the HR role.

"Let's add some rules, a system of control, and standardization of the process. Let's create a management board to control this habit, discipline in mindfulness training, and build a culture of LQ." One member told Mr. Richard.

"**To build a successful culture of pursuing happiness, we need to build the habit of 'self-discipline' in every employee.** The management to control the habit never helps the employee to be happy with that habit. The culture of 'self-discipline', which means the orientation of self-training and self-development, is only built when it comes from the motivation inside each employee, from the heart that urges them to be proactive and persistent in building a habit." Mr. Richard said and paused for a moment for everyone to reflect and acknowledge the situation.

Then, he continued: "We do not impose discipline on employees but simply help them better understand the great benefits that those habits bring to their strength. **We're not trying to make them rich in knowledge, as knowledge and data are something AI is always better than us. When we discipline people and control them to do so, we make them live according to established rules, also known as dead rules. Meanwhile, life changes moment by moment, as it is in a constant flow.** Disciplining employees is like forcing them to wear borrowed clothes. They will be too tight or too loose and will make the wearer feel silly wearing them. Whether the LQ culture or other problems arise, we shouldn't so easily go back to the old management structure. There is always a way for us to solve problems for better results by empowering people, supporting them, and fueling their inner survival and growth instincts."

Mr. Richard then posted a short video on the company's dedicated social network. He said in the video content: "We have been going for 6 months together to build a new organization to become a place worth living and working. We thank all of you for your dedication with all your hearts and minds. On this journey, we have built beautiful and humane cultures that help develop strength and spark creativity within each person, such as the culture of LQ, mindfulness, meditation, contemplation, and sharing... Being with you in these cultures, I have gained my own enlightenment and become more focused and creative. As for how my personality has changed, you will be able to tell better than I can say myself. That wouldn't be possible if I simply worked hard on it alone. I'm truly lucky that you're here with me as we share and resonate with each other, unleashing the creative potential and ingenuity within each of us. Today, I would like to ask about your situation when practicing mindfulness culture to improve LQ. Do you have any difficulties practicing every day? What is your practical feedback? What practical benefits do you get from practicing it? Finally, do you have any ideas on how to make this culture better? Thank you very much for your comments and contributions. With love."

Sir Richard's video received hundreds of short videos responding with members' opinions, encouragement, and contributions with the following content: "We live in a rapidly changing and turbulent VUCA world. It causes us to constantly reinvent ourselves to adapt to change, often leaving us feeling exhausted. Practicing mindfulness has really helped me regain balance, stability, and inner peace."

"Training to improve my LQ has helped me to connect deeply and often with my true life purpose, which has helped me to be more stable, to avoid going astray when I have to change dynamically in a world full of constant upheavals."

"I have been through a lot of unhappy things in the past. My mind keeps replaying those sad stories. Sometimes, I fear the future, which makes it impossible for me to focus on doing well in the present.

After 6 months of practicing mindfulness, my mind has focused on each present moment, helping me to feel peaceful and happy in the present, so I am more creative and productive."

"When I practice mindfulness, the mind becomes truly empty, and it's amazing how much creativity emerges from that emptiness."

"For wisdom and creativity, I don't need more information, just silence. Mindfulness helps my mind to be quieter. Then I use my head less and use my heart more."

"I have trouble concentrating. I have a hard time staying focused when practicing mindfulness. My mind wanders, and I can't concentrate. So I gave up. But after reading everyone's feedback, I will be determined to persevere and practice regularly again."

"I learned about Discipline - Concentration - Wisdom and found that we have appropriate discipline in the mindfulness practice room such as: silence - keep quiet, don't bring pets into the room... That's the condition of keeping good disciplines, helping us persevere in training concentration, and then wisdom will be opened."

"The Capacity of Discipline - Concentration - Wisdom, or our training to improve LQ index, is a capacity that is trained by each person, but it is expansive, mutually resonating in the working group, and spreading across the organization and the surrounding community."

"The world is a fluctuating flow. Mindfulness has helped me to be at peace with that flow because peace in stillness is not true peace. It is only when there is peace in movement that a spiritual rhythm is born, and that rhythm penetrates heaven and earth."

... After Mr. Richard's video, everyone actively rescheduled their work and participated in regular and continuous meditation and mindfulness sessions. Moreover, all members realized the importance of community culture, so they always encouraged each other and participated in the practice. It didn't stop at each person practicing separately anymore. They realized that practicing LQ is not only good for themselves, but when spread around, it is also good for everyone. They committed themselves to building practice habits such as the human beauty of self-responsibility and making choices for themselves and for the organization.

02 The Diamond Leader

"The Diamond Leader" by author Michelle Nguyen **was released during the 4.0 revolution as a solution for businesses to master** and **triumph over AI and robotics in an era** where "creative intelligence competition" has become the focal point of the world, surpassing the traditional competition over money, resources, or geography. Even before its publi-cation, the book had already been pre-ordered with 500 copies by one of Vietnam's leading private corporations.

Author Michelle Nguyen stated: "**This book will help individuals enhance their LQ (Love Quotient), awaken deep compas-sion, and sharpen their insight to lead businesses and organizations.** The world is chang-ing rapidly, and the new era threatens to destroy anyone who does not harness their internal treasures as solid foundations. This book **guides leaders and business owners on how to build a talented team that can move forward in the 4.0 revolution, ensuring lasting success."**

REPRINT FOREWORD: The Global Covid-19 Crisis
PREFACE: The Secret of Great and Enduring Companies
TESTIMONIALS FROM BUSINESS OWNERS

CHAPTER I: THE GREATEST SOURCE OF POWER IN BUSINESS
1. The Essential Element of a Great Company
2. The Letter of the Century
3. The Wise Eye of the Diamond Leader
3.1. Your physical eye is deceiving your mind.
3.2. Your spiritual eye is also deceiving your mind.
3.3. What makes the Diamond Leader's eye special?
4. The Diamond Leader Upholds Discipline
5. The Diamond Leader Builds Systems
CHAPTER II: UNCHANGING ELEMENTS IN CENTURY-OLD BUSINESSES
1. The Core Value Circle – Michelle Nguyen
2. Why Do We Work Together?
2.1. 98% of people do not know the purpose of their existence.
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1. Who is True Talent?
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1. Unlocking the Qualities of Diamond Talent
2. The Openness Step (Express - E)
3. The Search Step (Search - S)
4. The Rejection Step (Rebuff - R)
5. Chapter Summary
CHAPTER V: SUSTAINABLE COMPETITIVE ADVANTAGE FOR BUSINESSES
1. What is Ten Times More Important Than the Company's Mission?
1.1. What is more important than technology?
1.2. The powerful weapon that heals wounds and dispels envy and hatred
1.3. The unforeseen causes of failure
1.4. The success secrets of world-renowned leaders
1.5. Signs of greatness
1.6. The energy that creates breakthrough results
2. Gems Must Be Polished to Shine
2.1. Sustainable competitive advantage
2.2. Methods for maintaining sustainable growth
2.3. The secret to reducing employee turnover
2.4. Building an elite workforce
3. Tools for Measuring and Increasing Efficiency
3.1. Knowledge (2 points)
3.2. Skills (10 points)
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1. The Diamond Leader Creates an "Elite Intelligence Group"
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1. Service and Self-Deception
2. Breaking the Limits of Talent
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3.1. Greatness Lies in Sharing
3.2. The Power of a Sharing Culture

Read Sample

WHO ARE TRUE TALENTS?

According to *Japan's Nikkei Asian Review,* **over the past four decades, more than 1,000 Japanese technology experts have left the country to join other companies across Asia.** This raises concerns about Japan's competitiveness in the technology era. The mass exodus began in the 2000s. During the dot-com bubble burst in 2001, thousands of e-commerce websites were shut down, and Amazon's stock plummeted, erasing billions in market capitalization. Similarly, Japan's RAM chip manufacturer, Elpida Memory, faced severe profit declines, eventually leading to bankruptcy.

Amidst this "brain drain," leading global corporations such as Google and Amazon struggle to recruit and retain top talent. They continually innovate their strategies and remain flexible in pursuing exceptional talent, sometimes investing substantial amounts to secure competent individuals.

So, **what does the portrait of a talented individual look like?** For centuries, **"great talent, great flaws" has often been used to describe top talent.** However, Dave Ulrich—considered the world's leading HR thinker and recipient of the Nobel Colloquia Prize for Economics and Business (2010)—has redefined the ideal portrait of talent for the modern era. His **"3C Talent Management Formula" results from extensive research on thousands of businesses and interviews with over 40,000 talented individuals worldwide.** The ultimate formula for helping companies recruit well-rounded talent is:

Talent = Competence x Commitment x Contribution

Why are the variables in the 3C formula multiplied rather than added together? The formula shows that if two out of the three variables are rated at the highest score (10/10), but the third variable is zero, the overall result will be zero. This indicates that the candidate is not truly a talented individual.

For example, suppose a candidate applying to your company has excellent job competence, which you rate at 10 points, and they are committed to bringing in high revenue. However, they do not align with your company's mission or core values and are willing to use unethical business tactics to maximize profits. This proves they are only competent, but not a true talent.

And what about your company? You may also be looking to attract outstanding talent, but your current recruitment methods and financial resources may not be strong enough. Simply put, by following my guidance, you will be able to attract and acquire the right talent at a low cost.

First, let me reveal a harsh reality: 80% of companies face significant losses by failing to recognize this. A survey of 6,000 employers and HR professionals conducted by CareerBuilder revealed that **every hiring mistake costs many U.S. businesses at least $50,000. Few companies can withstand this financial burden.** If such mistakes continue, it becomes risky, as underperforming employees rarely remain the sole issue.

Is your company making such serious errors? How dangerous could it be if your business is among the 80% that do not grasp the importance of two critical factors that threaten the lifeblood and survival of the company?

Duong Thu Ai - Nguyen Kim Hanh

Writer Duong Thu Ai, whose real name is Duong Van Thu, was born in 1936 in Noi Hoang Commune, Yen Dung District, Bac Giang Province.

In 2012, he was **recognized by the Vietnam Records Organization (VietKings)** for several records:

- The writer and translator with **the most Chinese books published**;
- The individual with **the most collected and self-authored cautionary verses** for self-reflection and advice to others;
- The writer who has **translated the most books using a makeshift pen**;
- The writer and translator with **the most Chinese books published in a single year.**

By 2017, he **became one of the first 12 individuals and orga-nizations in Vietnam to be honored by the World Records Content Academy with a Golden Disc for record-setting achievements of ethical and humanitarian value**—for being the individual with the largest collection of self-authored cautionary verses for self-reflection and advice to others, contributing significant content to society through his valuable archival work.

01 The Selected Ancient Strategists (3 books-book set)

"The Selected Ancient Strategists" is a collection that profiles some of the most excep-tional figures in Chinese history. The strategists portrayed in this series either possessed systematic ideological theories, advanced unique political propositions, devised brilliant national strategies for establishing and securing their countries or had cunning solutions to rescue nations in peril. Some even wielded immense power, employing intricate schemes within schemes to seize control. **Their stories vividly reflect the histori-cal events and upheavals of their times.**

The series is divided into three volumes:

Volume 1: Political Strategists

This volume delves into the grand political strategies of **Qin Shi Huang, who swept through the six states and unified as one.** His adaptability and pursuit of economic and cultural development laid the foundation for China's first unified empire. Additionally, it explores **Mencius' philosophy of benevolent governance, Lao Tzu and Zhuangzi's principles of non-action,** and **Han Fei's integration** of legalism with statecraft—each of which served as spiritual weapons for political leaders throughout different periods of Chinese history. The political figures of these times crafted vivid and dynamic dramas on their respective stages.

Volume 2: Diplomatic Strategists

During the Spring and Autumn and Warring State periods, diplomatic strategists emerged through fierce diplomatic battles as feudal lords vied for supremacy. Yan Ying from the state of Qi conducted peaceful diplomatic missions using his sharp intellect and eloquent rhetoric, earning the admiration of rulers from Chu, Wu, Qin, and other states, thus elevating Qi's prestige. During the Warring States period, Su Qin persuaded six states—Yan, Zhao, Han, Wei, Qi, and Chu—to form a united front against Qin. Later, Zhang Yi used his unparalleled diplomatic skills to dismantle this alliance, helping Qin execute its "horizontal alliance" strategy and paving the way for Qin to conquer the Eastern states. These diplomatic tacticians played a crucial role in shaping history, prompting **Liu Xie during the Southern Dynasties to remark:** ***"The words of one person can outweigh precious nine treasured tripods; their tongues are mightier than a hundred thousand soldiers."***

Volume 3: Cunning and Deceptive Strategists

For the purpose of rising to power, Empress Dowager Cixi used soft, flexible tactics, patiently waiting for the right opportunity while cleverly manipulating those around her. Once she seized power, she showed no mercy, ruthlessly executing her policies to main-tain her grip on authority. Her strategy can be summarized in four words: "Strength and softness combined." Wang Mang, originally a scholar, climbed the ranks of the imperial court step by step until he eventually usurped the throne. His rise was facilitated by a sophisticated strategy system, blending truth with falsehood, using deception to create confusion, and exploiting illusions to achieve real gains. Wang Mang's intricate strategies offer valuable lessons for future generations. **Though the people despise cunning ministers and sycophants and serve as cautionary tales in history, their intelligence and strategic acumen cannot be denied.** This volume provides a detailed analysis of these scheming ministers—figures who, despite their notoriety, wielded immense power, plotted to seize thrones, and employed cunning tricks to achieve wealth and status.

Read Sample

"In times of difficulty, Bao Shu recommended Guan. Qi, with Yi Wu, rose to supremacy." These lines by the renowned poet Liu Yazi recount a historical reality from the early Spring and Autumn period that offers profound insight. **The names "Guan" and "Yi Wu" in the poem refer to the famous statesman Guan Zhong of the State of Qi.** He supported Duke Huan of Qi in revitalizing the state and establishing its dominance over the Central Plains. He was also a progressive politician who proposed and advanced social reforms during the Spring and Autumn period. Guan Zhong was also a master strategist who significantly contributed to military theory, particularly in national strategic planning.

Guan Zhong devoted himself to implementing the governing strategies devised by Duke Huan of Qi, using social reforms to strengthen the nation and make its military powerful. His primary national policy was to ensure a wealthy populace and a strong army, with the strategic goal of asserting dominance over the feudal lords. In execution, he reformed internal affairs to enrich the people and strengthen the army, then focused on external affairs to establish Qi's supremacy over the other feudal lords. In modern terms, this was a "comprehensive strategy" or a "national strategy" encompassing politics, economics, military, diplomacy, and various stages of development.

Guan Zhong's strategy for strengthening and dominating the nation focused on the goal of a prosperous population and a strong military. He carried out comprehensive reforms in various societal fields, starting with enriching the people. Guan Zhong believed that **"governing a nation begins by making the people wealthy"** ("Guanzi", Chapter 15). He also stated, "If the people are wealthy and the military strong, the feudal lords will respect our policies, and those around us will fear our power" ("Guanzi", Chapter 20).

Economically, Guan Zhong's reforms first targeted the land ownership and distribution system, dividing land into "public land" and "private land." He transformed collective farming into individual family production, replacing labor taxes with taxes on produce, a system known as "equal land distribution based on labor," and implemented "light taxation based on land type." These reforms increased farmers' productivity and boosted the agricultural economy's development. At the same time, Guan Zhong was the first in history to rank scholars, farmers, artisans, and merchants equally and implemented policies to "supervise fields and seas" and "facilitate the circulation of goods and wealth." He strongly promoted the development of commerce and industry, with the state monopolizing industries critical to national well-being, such as salt production and metallurgy. Trade within Qi and other states flourished, as evidenced by the record in Guanzi - Chapter Qingzhong, which states that Qi's salt production yielded 108,000 zhong annually, generating over 11,000 jin of gold in trade with other states. This was a critical factor in the rapid revitalization of Qi's economy.

Politically, Guan Zhong was the first to advocate for centralized leadership and governance by law. He replaced the aristocratic system of decentralized rule with a centralized monarchical system. The state was divided into twenty-one xiang (regions), with six xiang designated for artisans and merchants and fifteen for scholars and farmers. The scholars and farmers were further divided into three groups, each led by a marshal. Duke Huan of Qi and senior officials like Gaozi and Guozi served as chief marshals. At the same time, Duke Huan himself also served as marshal of the six artisan and merchant regions, a system referred to as the "Three Flag Nation." This established an administrative system with responsibility at every level, from the local to the central government. Five households formed a gui, ten gui formed a xiang, and five xiang formed a si, known as the "Five Flag System." Simultaneously, Guan Zhong emphasized governance by law, promoting the concept of "three instruments" to "overcome the six evils." The "three instruments" referred to orders, penalties, and rewards, while the "six evils" were favoritism, wealth, goods, beauty, flattery, and indulgence.

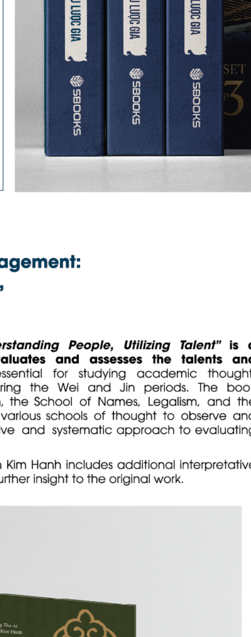
Guan Zhong stated: **"A wise ruler can overcome the six evils by establishing the three instruments, leading to a prosperous nation. A poor ruler cannot overcome the six evils, leading to the nation's downfall."** The six evils allowed individuals to disobey commands, break laws without punishment, and gain wealth without merit, weakening the state's governance. Guan Zhong emphasized that the rule of law must ensure that "the ruler and subjects, rich and poor, all adhere to the law," with no concessions to the six evils.

Only then could the state ensure unity and success in war and governance.

Militarily, Guan Zhong implemented a system where military responsibilities were intertwined with civil administration, a unified military and civil command system. Administrative officials at all levels also served as military commanders, ensuring that officers and soldiers lived and worked together, shared in each other's fortunes and hardships, and fought as a cohesive unit. **During peacetime, they focused on production and commerce, while in spring and autumn, they underwent military training. In war, "at night they knew each other's voices to avoid confusion; by day they knew each other's faces to ensure unity, even willing to die for one another."** This system reduced the state's economic burden and greatly enhanced the military's combat effectiveness.

The gradual implementation of these measures transformed Qi from chaos to order, from poverty to wealth, and from weakness to strength, ultimately achieving the goal of a prosperous nation with a powerful military.

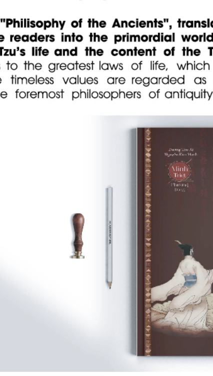
Political Strategists
1. Huangdi (The Yellow Emperor)
2. Tang Yao (Emperor Yao)
3. Yu Shun (Emperor Shun)
4. Da Yu
5. Shao Kang
6. Shang Tang
7. Yi Yin
8. Yi Zhuo
9. Ji Chang (King Wen of Zhou)
10. Ji Fa (King Wu of Zhou)
11. Zhuo Gong (Duke of Zhou)
12. San Yisheng
13. Ji Wusheng (Duke Zhuang of Zheng)
14. Guan Zhong
15. Qi Huan Gong (Duke Huan of Qi)
16. Qin Wen Gong (Duke Wen of Qin)
17. Ying Renhao (Duke Mu of Qin)
18. Chu Zhuang Wang (King Zhuang of Chu)
19. Zichan
20. Laozi
21. Confucius
22. Helü (King of Wu)
23. Goujian
24. Mozi
25. Zou Yan
26. Shang Yang
27. Ying Quliang (Duke Xiao of Qin)
28. Mencius
29. Hui Shi
30. Zhuang Zhou
31. Xunzi
32. Han Fei
33. Qin Shi Huang (First Emperor of Qin)
34. Li Si
35. Modu Chanyu
36. Chen Sheng
37. Liu Bang (Emperor Gaozu of Han)
38. Xiao He
39. Chen Ping
40. Lou Jing
41. Chao Cuo
42. Liu Che (Emperor Wu of Han)
43. Cao Cao
44. Liu Bei
45. Sun Quan

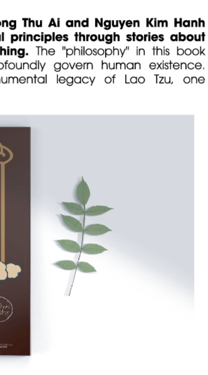


Diplomatic Strategists
1. Yan Ying
2. Gui Guzi
3. Su Qin
4. Chen Zhen
5. Zhang Yi
6. Su Dai
7. Lan Xiangru
8. Yu Xin
9. Fan Sui
10. Feng Huan
11. Zhao Sheng
12. Huang Xie
13. Lu Zhong Lian
14. Gan Luo
15. Li Shi Qi
16. Kuai Tong
17. Lu Jia
18. Zhang Jian
19. Ban Chao
20. Lu Su
21. Zhangzun Sheng

Economic Strategists
1. Ji Ran
2. Bai Gui
3. Li Li
4. Sang Hongyang
5. Liu Yan
6. Zhe Lu
7. Wang Zhen

Cunning and Deceptive Strategists
1. Han Zhuo
2. Lü Buwei
3. Lao Ai
4. Zhao Gao
5. Lü Zhi
6. Shi Xian
7. Wang Mang
8. Liang Ji
9. Dong Zhuo
10. Yuan Tianfu
11. Yuwen Hu
12. Huo Shikai
13. Lu Lingxuan
14. Su Ting
15. Yang Su
16. Yang Guang
17. Li Yifu
18. Li Linfu
19. An Lushan
20. Lu Qi
21. Cai Jing
22. Wang Fu
23. Huang Jianshan
24. Qin Hui
25. Jiao Yu Doudao
26. Wanyan Liang
27. Yan Song
28. Wei Zhongxian
29. Wen Shiren
30. Empress Dowager Cixi
31. Yuan Shikai





02 The Art of People Management: Understanding People, Utilizing Talent

"The Art of People Management: Understanding People, Utilizing Talent" **is a theoretical work that systematically evaluates and assesses the talents and character of individuals.** It was also essential for studying academic thought, psychology, and talent management during the Wei and Jin periods. The book integrates ideas from Confucianism, Daoism, the School of Names, Legalism, and the School of Yin-Yang. Liu Shao blended these various schools of thought to observe and critique individuals, offering a comprehensive and systematic approach to evaluating the talents and character of characters.

The translation by Duong Thu Ai and Nguyen Kim Hanh includes additional interpretative content and discussions, adding depth and further insight to the original work.

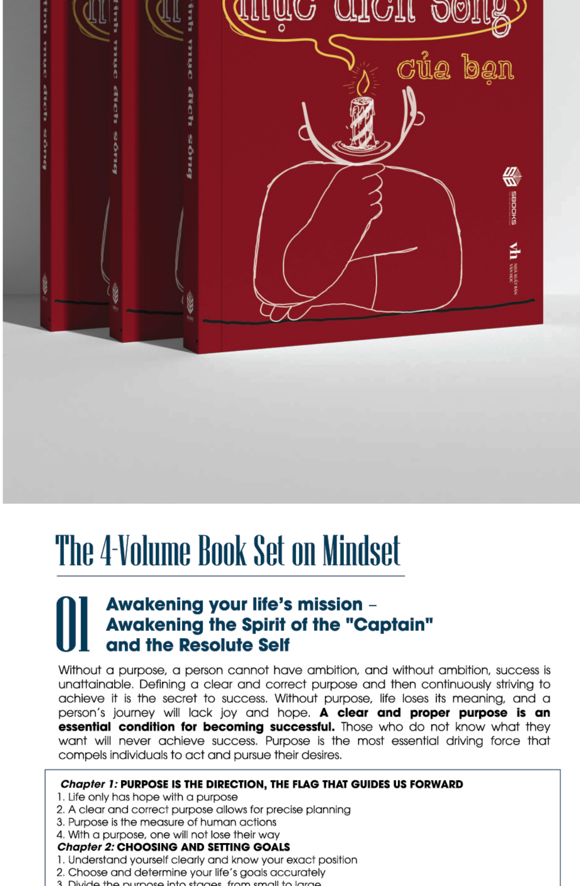
This three-book series, published in Vietnam under the title The Ancient Classics Collection, has consistently ranked among the most popular books on e-com-merce platforms. As of September 2024, nearly 200,000 copies have been released on the market, and the printing presses are still running at full capacity to meet demand.

03 Philisophy of the Ancients

With **"Philosophy of the Ancients", translators Duong Thu Ai and Nguyen Kim Hanh guide readers into the primordial world of moral principles through stories about Lao Tzu's life and the content of the Tao Te Ching.** The "philosophy" in this book refers to the greatest laws of life, which most profoundly govern human existence. These timeless values are regarded as the monumental legacy of Lao Tzu, one of the foremost philosophers of antiquity.

04 Wisdom of the Ancients

The book **"Wisdom of the Ancients"** compiles **the most prominent historical anecdotes from various periods.** Its content can be seen as a distillation of the essence of ancient thinking, knowledge, and adaptability, offering valuable lessons for future generations to reflect upon.



Ap-Ra-Ham

Ap-Ra-Ham is a compilation team comprising outstanding Master's and Ph.D. holders in the field of Social Sciences, along with advisors who are business owners and talented leaders with extensive experience in human resource management, harnessing individual potential and fostering exceptional ways of thinking.

The 4-Volume Book Set on Mindset

01 Awakening your life's mission – Awakening the Spirit of the "Captain" and the Resolute Self

Without a purpose, a person cannot have ambition, and without ambition, success is unattainable. Defining a clear and correct purpose and then continuously striving to achieve it is the secret to success. Without purpose, life loses its meaning, and a person's journey will lack joy and hope. **A clear and proper purpose is an essential condition for becoming successful.** Those who do not know what they want will never achieve success. Purpose is the most essential driving force that compels individuals to act and pursue their desires.

Chapter 1: **PURPOSE IS THE DIRECTION, THE FLAG THAT GUIDES US FORWARD**
1. Life only has hope with a purpose
2. A clear and correct purpose allows for precise planning
3. Purpose is the measure of human actions
4. With a purpose, one will not lose their way
Chapter 2: **CHOOSING AND SETTING GOALS**
1. Understand yourself clearly and know your exact position
2. Choose and determine your life's goals accurately
3. Divide the purpose into stages, from small to large
Chapter 3: **DO NOT MAKE EXCUSES**
1. Making excuses is the comfortable bed of stagnation and delay
2. Justifying oneself is the behavior of the weak
3. Obedience is a noble quality
4. Do not look for excuses, look for solutions
Chapter 4: **COURAGE TO MOVE FORWARD**
1. Do not retreat in the face of difficulties
2. Be brave in facing challenges
Chapter 5: **FIVE "GOLDEN KEYS" TO ACHIEVING YOUR GOALS**
1. Confidence is the foundation for accomplishing goals
2. Courage is the light that illuminates the path
3. Enthusiasm is the driving force behind success
4. Diligence is the ladder to achieving your goals
5. Action is the most fundamental strength of a person
Chapter 6: **THINKING AND ACTION**
1. In critical moments, create a path for others
2. To achieve great success, start with small tasks
3. Where there is gain, there must be loss—know when to choose and when to let go
4. Understand the importance of humility; a true leader knows when to advance and when to retreat
5. Seize opportunities and promote yourself at the right time
6. To achieve the goal, even a good horse returns to eat "old grass."
Chapter 7: **MASTERING THE BALANCE OF METHODS, STRATEGIES, AND RULES**
1. Soft on the outside, firm on the inside—using the "soft and hard" method in dealing with people
2. Even the most talented must know when to feign ignorance
3. Assess the situation and choose the right timing
4. Conceal your talent, retreat to advance
5. Sacrifice the small to achieve the great
Chapter 8: **THE ART OF SPEAKING HELPS YOU ACHIEVE YOUR GOALS**
1. Lower yourself, respect others
2. Skillfully use humor
3. Offer measured praise and know how to compliment others
4. Avoid addressing issues directly
5. Appeal to emotions, use words to win hearts
6. Speak appropriately, at the right time and place
7. Persuading through the challenge is more effective than mere advice

Read Sample

Human life is like a ship with its sails open, always heading toward a goal. Without a goal, it can only drift aimlessly with the wind, just as a life without purpose is like a ship without direction. The ancients said, **"A good vehicle and a strong horse are unless the right direction is chosen."** Purpose is that direction, and only by determining the right path can one minimize the chances of going astray.

1. With Purpose, Life Has Hope

Purpose is the direction that drives people to strive and make efforts. Once they have a purpose, they can fully unleash their potential and continuously move forward to achieve their goals. Hence, there is a saying: **"Those with purpose have hope for success."**

There is a type of carp that, when raised in a small fish tank, grows to only two or three inches. However, if placed in a larger tank, it can grow to six inches or even a foot. And, if released into a pond, living freely, it can grow to three feet. This fish's size and growth potential depend heavily on its living environment. Similarly, the development process of humans mirrors this fish in many ways. However, for each person, the conditions influencing growth are not external but stem from the inner world within each of us.

There is a profound saying: **"The vastness of your heart determines the breadth of your space." Human potential is boundless, and the power of growth is immense. To continually mature, one must expand one's thinking.** Many people live without setting a clear plan for themselves, lacking a defined goal for their actions. These individuals often appear busy, but in reality, they shift from one idea to another—one day, considering a career in politics, another day, contemplating business. They accomplish nothing long-term, and in the end, nothing is finished. Digging shallow holes everywhere amounts to merely turning the soil, while persistently digging in one spot can yield a deep well.

The world-renowned potential expert Brian Tracy once summarized and defined success as follows: "Success equals goals; everything else is just commentary." A life with purpose brings the hope of success.

The Tokyo Design Institute is a renowned organization in Japan, and its chairman, Brian Tracy, has capital worth billions of yen. However, in his youth, Brian Tracy led a life of extreme hardship, frequently wandering the streets and experiencing three suicide attempts. At the age of 28, his business suffered losses, and he was unable to recover his capital. In his despair, contemplating a fourth suicide attempt, he saw a billboard that read: "The Perfect Design Institute." The word "design" struck him, and he realized that life must be carefully and thoughtfully designed. After deep reflection, he decided to "design" his career and restart his life.

The following year, Brian Tracy built the Tokyo Design Institute through capital contribution, using industrial design as his breakthrough. He successfully designed numerous products for businesses, quickly establishing the institute as a leading research and design institution in Japan. By this time, Brian Tracy had utterly transformed his life, focusing entirely on his design goal. He achieved true success through his efforts.

Indeed, **each of us possesses immense untapped potential, much like an iceberg submerged beneath the sea, waiting to be discovered. Many people succeed because they can concentrate all their abilities, delve deeply into their strengths, and tap into an inexhaustible source of energy once they unlock their potential.**

02 The paradox of success – the answer to your question: why work hard but still not wealthy?

"The Paradox of Success" is undoubtedly the answer you have been seeking. **Those who have achieved success in their lives, be it in their careers, businesses, or financial knowledge. However, they have a better way of living, thinking, and working - they know where to focus their efforts and how to utilize resources effectively.** This book will help you understand why you may have been working hard but not achieving success, perhaps have not paid much attention to it. Such as the Honesty Effect, the Hard Effect, and the Halo Effect, among others. These concepts help explain the phenomena and guide our personal lives and behavior more. It represents an open source of knowledge and serves as a bedside companion, enabling each person to transform their life.

THE HALO EFFECT
- The Halo Effect can exert in achieving success
- The Halo effect makes us successful because of your character

THE PARADOX OF THE HONEST EFFECT
- The miraculous power of psychological cues
- Honesty can bring you luck and success in life
- Give children the honesty to cultivate

THE HERCULES EFFECT
- Laziness can be a challenge
- Letting go of the laziness is important

HOBSON'S CHOICE EFFECT
- Choices of more than one option
- Choosing the most nutritious rules do not let standards become limited

THE HARD EFFECT
- Using the Barnum Effect to explain fortune
- Hard work
- The factors that influence hard work

THE BARNES PARADOX
- Using the Barnum Effect to deliver pains in the bunnet
- Has the "hard talent" in your life, after referred to as soul weariness
- Using the Barnum Effect and the spirit of teamwork

OCCAM'S RAZOR PRINCIPLE
- Simplifying complex problems
- Occam's Razor helps solve problems from a simple starting point
- Applying Occam's Razor principle

PETER PRINCIPLE
- Peter Principle and the ideal method for inspiration
- Why you should know Peter Principle

WASHINGTON'S LAW OF COORDINATION
- Washington's Law
- Washington's Law and its characteristics
- Washington's Law and its characteristics
- Washington's Law and its cooperation for higher efficiency

THE 25X LAW
- The 25X Law helps customers be fighting a lamp
- Using the 25X Law to help customers

THE LAW OF THE CLOCK
- The Law of the Clock can guide one standard
- Choose one core value system
- The Law of the Clock can achieve better - You only need to do one thing

THE GOAT HERD EFFECT
- Choose one options
- Choose the most appropriate path
- Be a proactive supporter

THE PARETO PRINCIPLE
- Pareto principle and its characteristics
- Find the right motivating factors
- Pareto principle and its attention for yourself

THE 20/80 PRINCIPLE
- The 20/80 principle in business management
- The 20/80 principle applies, where distance creates beauty
- Maximizing phenomena of the 20/80 principle

THE 80/20 RULE IN TIME MANAGEMENT
- The 80/20 rule is the most important
- If you do not want to do something, you can not do it
- Choose what you love, and love what you choose

03 Change to succeed - you will succeed when you dare to change yourself, acknowledge your weaknesses, gradually form a more complete character

As part of the The 4-Volume Book Set on Mindset' series by BROOKS, **"Change to Succeed" can be considered a practical step towards a happier and prosperous life.** After exploring stories that help "awaken life's purpose" and understanding why you have not succeeded in life, it is time to change yourself. Learn about yourself because of different ways of thinking. It is time for you to "Change".

Change here is not simply about improving your attire or being more cautious in your communications. It is about transforming your mindset and behaviors. It is necessary to examine and acknowledge your weaknesses, address limitations, shortcomings, and negative habits that may affect our thinking. These flaws negatively influence our thought processes and actions, ultimately determining our success or failure.

Awakening your life's mission
Awakening the Spirit of the "Captain" and the Resolute Self

Read Sample

Ebbinh, in one of his works, tells a story about a rich's strategy for finding piety. The rich man said: "I will build a temple and invite the Buddha to live in it. The body this big, I will need to eat a coarse to be full by noon!" All morning, it runs everywhere, trying to catch a camel, but it fails. By noon, when the sun is directly overhead, the rich man has built a temple and sat down and think, "With a body like this small, a mouse will be enough to satisfy me."

The fox makes two different decisions about its prey because it judges its shadow by the "morning sunlight" and the "noon sunlight" as mirrors. The morning sun stretches its shadow, making it mistakenly believe it is the king of animals, large and powerful. The noon sun shortens its shadow, making it think it is small and insignificant. The fox loses its hunting decisions because of two different images of itself.

Those who do not truly know themselves should remember that the Creator has provided another mirror in the form of true friends. **"Self-correction."** This mirror can reveal even the dust in one's soul, reminding them to **"clean it regularly."** Through the mirror of friendship, we can see the "ugly" and the "beautiful" in ourselves, **"change for the better." In many cases, we are often unable to give an objective assessment of ourselves.** While we may believe our abilities qualify us for higher demands in our work, the objective reality and evaluations from others may tell a different story. **In such cases, our expectations will naturally not align with the facts, leading to disappointment and pressure ourselves to feel dissatisfied with our lives.**

It is not just about abilities; we often make mistakes in self-assessment regarding many other aspects. Unfortunately, our strengths and weaknesses in our work. And since we make these errors in self-evaluation, we tend to continue the mistake by failing to change. Over time, this leads to a gradual decline in our abilities, consequences of these mistakes as well as we have to be able to improve or develop our abilities fully. **Knowing oneself means always accurately understanding who we are, what we can do, and what we cannot do. Self-awareness** is the ability to recognize our strengths but it is the same time as having determination to learn and improve ourselves, reaching a point of true self-awareness is very difficult. Self-knowledge is the essential first step in seeking to pick that suits us and is also a prerequisite for finding satisfaction in our work. Many people go through long years of work but still feel lost and unsure about what they truly want to achieve. Often, we falter illusions about job because our capabilities or unsuitable for the work but we allow to realize our full potential. Knowing oneself allows us to correct these errors quickly, but we continue to deceive ourselves without learning to change.

By listening to and accepting objective feedback from others, we can learn from our mistakes and find ways to improve and develop ourselves. Listening to others is crucial in gaining a clearer understanding of ourselves.

Many people do not realize how difficult and important self-knowledge is. The truth is, we can never fully understand ourselves in a short time. Though it may seem unreasonable, understanding oneself is extremely challenging, requiring time, effort, and patience. **Self-knowledge** is a continuous process of self-discovery and self-reflection. It helps us overcome the confidence needed for our work and quickly improve the quality of our work.

04 POSITIVE THINKING FOR SUCCESS – A GUIDE TO MENTAL APPROACHES FOR MASTERING KNOWLEDGE AND UNLEASHING INTELLIGENCE

Thinking not only enables people to perceive the essence of things in an indirect and abstract manner but also allows individuals to shape their development and changes, leading to corresponding creative actions. When thinking serves practical purposes, it transcends a mere reflection of reality. **Thinking can change reality, and the ultimate form of thinking which is why the saying goes, "Where there is thinking, change can destroy."**

Of course, one should not assume that examples of success are merely the result of a few magical thoughts. Behind every success story lies the passion and transformation of one's fate depends on the accumulated thinking patterns of each success and the combination and application of creativity and practical experience. We do not rush or place undue pressure on yourself. In time, ability will always be in our hands.

Awakening your life's mission
Awakening the Spirit of the "Captain" and the Resolute Self

Read Sample

SWITCHED THINKING (Switching thinking patterns, connecting to another field)

Connected thinking involves applying one field's scientific and technical achievements to another, thus creating new objects, ideas, and concepts. It is a creative thinking method and one of the most effective and straightforward. Connected thinking can be applied in various ways, including structures, functions, structures, materials, and processes can be connected to another. This connection primarily takes the form of principle connections, method connections, functional connections, and structural connections.

The key idea for applying connected thinking is "grafting ideas," the most important principle is "similarity." Similarity can be in terms of principles, structures, or applications. The first step is to identify similarities. Others in techniques, especially one that is groundbreaking, emerges. If often graduate majors other fields, can then apply the method applied to connect the theories in their own field to problem-solving. When a research object's structure, function, principle, or application is similar to that of another field, it can be used as a reference to establish an analogical thinking. The application of analogical techniques and connect them to directly researched problem. **Biomimicry is the most typical example of connected thinking. It is the imitation of models, systems, and elements of nature for the purpose of solving complex human problems.** Many innovative technologies are based on mimicking predecessors or nature itself, such as the invention of airplanes based on birds, submarines based on fish, and radar systems modeled after bats.

Steps of connected thinking:

- *Identify the object for connection:* Choose an object familiar to all participants for connection. It is best if participants propose the object for the thought connection themselves.
- *Determine the starting point for the connection:* After selecting the connection object, identify the starting point for the thought connection. There may be have multiple starting points, which can be listed and then discussed for the group to choose a point supported by the majority.
- *Verify the function of the connection:* Based on the starting point, clarify the function of the connection.
- *Search for the connection object:* From the connection function, associate various objects and identify which ones share the same function as the connection.
- *Select the connection object:* Find as many connection objects as possible to facilitate selecting the best one. The criteria for selection are as follows:
  - The connection object ensures the same function as the connection function.
  - The connection object that is yet to be previously used in the associative connection.
  - The object can be easily integrated into the associative connection.
  - The object, once replacing the starting point of the connection, produces specific results or, at the very least, has potential.
- *Analyze the connection's results:* The selected object becomes the result of connected thinking. The key point of analysis is the connection's feasibility.

01 Women's Dignity – Love thoughtfully

LOVE THOUGHTFULLY - LOVE AT THE RIGHT TIME, TRUST THE RIGHT PERSON

People often say that women are like flowers, but how many women in this life truly live as beautifully as flowers? **Flowers are pure, delicate, and filled with passion, yet passionate but not malicious or calm, refined but not cold, knowing where to place her love and heart.** As the ancients taught: "Admire flowers when they are in moderation, enjoy wine when it is just right." **Women should also love in moderation, love with dignity, love too much, always reserve some part for yourself.** If a woman does not cherish herself, on what basis can she expect others to do so? Only when it is determined by oneself – if you place yourself among the grains of sand, don't blame others for treating you like dirt.

Women should live a life as radiant as flowers so as not to waste the beauty of their prime years. At 20, a woman should live like a sunflower, unafraid to shine towards the light. At 30, she should embody the elegance of a rose, blooming vibrantly and filling the world with her fragrance. At 40, she should be as graceful as a lily, with a pure heart and the grace of a goddess, exuding a calm, reflective beauty, where wisdom and maturity ferment into a rich, aromatic wine.

If you can love yourself and appreciate your soul in this life, you will, from the shore, become a small, happy boat–bobby and soul in harmony, calmly and gently moving forward, sailing out into the vast ocean, full of love for people, nature, and the world itself.

Chapter 1: As your youth, do not lose too much
Chapter 2: In your youth, if you love, love deeply; if not, keep an appropriate distance
Chapter 3: Learn to be honest, but remember to be wary of love–building your emotions is what matters most
Chapter 4: Don't let a beautiful woman embrace life with moderation
Chapter 5: Patience
CONCLUSION

02 Women's Dignity – The Art of Women's Wisdom

THE ART OF WOMEN'S WISDOM – A WOMAN'S BEAUTY IS NOT SOLELY IN HER LOOKS, BUT IN THE SHARPNESS OF HER MIND AND THE GRACE OF HER ACTIONS

Women with a strategic mind are those who value themselves. They continuously cultivate their elegant demeanor, gentle mannerisms, maturity, and the allure of their intellect, showcasing a beauty that goes perfectly in sync with time.

Such women are adept at managing love with care. They boldly pursue true love, and when facing obstacles, they cleverly use small "strategies" to overcome them. They nurture love with affection and tolerance; even in heartbreak, they continue to smile and move forward.

Chapter 1: INTELLECT AND CHARACTER
Chapter 2: CHOOSE YOU ARE YOU STRATEGY
Chapter 3: PROTECTING A MARRIAGE REQUIRES STRATEGY

Awakening your life's mission
Awakening the Spirit of the "Captain" and the Resolute Self

Read Sample

Chapter 1: LACK OF SELF-AWARENESS
1. Lack of self-awareness
2. Fighting a losing battle
3. Lament with oneself, heart on others
4. Don't be afraid to be yourself, be yourself
5. Self-reflection
6. Escape from the comfort zone

Chapter 2: Halo Effect
1. Choose to listen, learn others to love both
2. Erasing others is admiring your inferiority
3. Show the most beautiful side of yourself
4. Stop the "self-criticism"
5. Selfishness is a "poison"

Chapter 3: Bullshit
1. Do not blindly follow others
2. Don't be afraid to be yourself, be yourself
3. Be honest with yourself
4. Do not join in public gossip
5. Let reason govern everything

Chapter 4: LAZINESS
1. Laziness is a challenge
2. Master a balance from passion and diligence
3. Success comes from hard work
4. The "schedule" of diligence

Chapter 5: GREED
1. Greed is the greatest weakness
2. Unrestrained greed leads to disaster
3. Desire is inversely proportional to happiness
4. Be content with yourself
5. How greed is formed

Chapter 6: STINGINESS
1. Miser, the big consumers
2. Stingines knows no bounds
3. Money cannot buy everything

Chapter 7: INFERIORITY
1. Inferiority is the greatest lesser
2. Unsuccessful to failure
3. "Shout out" to regain confidence

Chapter 8: DEPENDENCE
1. Learn to be self-reliant
2. Dependence leads to insecurity
3. Live reason to guide yourself

Chapter 9: VANITY
1. Vanity is the victim of success
2. Vanity is a heavy and dangerous load
3. Being vain is worse than being ignorant
4. Vanity is the key to failure

Chapter 10: JEALOUSY
1. Arrogance is betraying you are better than others
2. Jealousy ruin your relationships
3. Arrogance makes you miss opportunities
4. Humility is the key to success

Chapter 11: SOLICITY
1. Solicity
2. Only trust the truth, the wise seek introduction
3. Solicity can determine your life
4. Build your own path to success

Chapter 12: SELF-DECEPTION
1. Self-deceiving what is deceiving yourself
2. Self-deception starts within
3. Don't be afraid to look for true yourself and others
4. Accept reality

Chapter 13: PERFECTIONISM
1. Do one is a perfect as you with
2. Everyone has regrets
3. Perfection in precaution is impossible

Chapter 14: HYPOCRISY
1. Hypocrisy is the "mask" character flaw
2. Sincerity is the foundation of friendship
3. Sincerity is the glue that binds people

Chapter 15: ILLUSION
1. Illusion is a natural trait of humanity
2. Illusion is the enemy of success
3. Do not dwell in illusions

Chapter 16: PREJUDICE
1. The fact is the truth?
2. The magic of first impressions
3. Don't let yourself become a prejudice
4. Get rid of personal biases

Chapter 17: AVOIDANCE
1. The to your mistakes
2. Sometimes fleeing is cowardice
3. Escape is not a solution
4. Taking reasonable is honorable

Read Sample

Each of us is born imperfect. Our abilities, knowledge, and personal experiences in any field are limited. Acknowledging our weaknesses is the first step to change. Therefore, **we need objective circumstances to reveal these limits, as well as the feedback and evaluations of others to identify our weaknesses.** We often fall into the trap of "**Halo Effect**," which leads us to overestimate our abilities and overlook our understanding only comes through working in different environments and challenges, with an objective attitude and a willingness to accept criticism and feedback from others.

Therefore, when you believe you have accurately evaluated yourself, it is essential to confirm that belief by evaluating others, especially those who work with you daily. **Self-knowledge is the key to success in life and work. Without it, we will struggle to find direction and achieving satisfaction in your work.** When we fail to evaluate our abilities correctly, we are bound to feel disappointed by the assessments of others, particularly from our superiors at work. This constraint disappointment will inevitably extinguish our fire in our passion, us feeling limited and dissatisfied with our work environment.

In such cases, we will still be unsatisfied even when offered the most favorable circumstances. As a result, our soul will never be lived in a state of peace and contentment.

Read Sample

Chapter 1: DISTRIBUTED THINKING
- Distributed thinking
- Three precious gems
- The magic bag
- The three precious others
- Choose what you need
- Feng others' work
- Learning from others' habits
- Lessons from others
- Potential found in dire situations
- The test
- The river and the enlightened pond
- Distributed thinking and the human brain

Chapter 2: CONSOLIDATED THINKING
- The emmental mouse
- Consolidated thinking
- Recognizing oneself
- Identify the cause of failure
- Lessons from success
- A love story
- Love is not blind
- Cultivating patience
- Misleading available resources

Chapter 3: DIVERGENT THINKING
- Changing perspectives
- The boat of life
- The lesson from grandfather
- The polite wife
- Hard work being success
- Thinking "Out of the Box"
- Being curious
- Mastering unique skills
- Thinking about the future
- Heeding others' advice
- Avoiding reliance on external pleasures
- Living with dignity
- Living with dignity
- Unleashing potential
- Finding the correct issue

Chapter 4: INVERTED THINKING
- Inverted thinking
- Trying reality
- Winning through character
- Inverted thinking
- Inverted thinking and the boatman
- The "curse" of fate
- The magic of the bamboo

Chapter 5: LATERAL THINKING
- Beverly lee
- The businessman and the boatman
- The wise old man
- The king and the poor man
- The king and the poor and the banyan tree
- The lion and the wolf
- The boundless land of knowledge
- A true gentleman
- Beyond reality
- Respecting individuality
- Appreciating what you have

Chapter 6: CONVERGENT THINKING
- The turtle's shell
- Doing tasks within your capacity
- Being aware of your limits
- Knowing your strengths
- The pinecone and the pumpkin
- Being aware of your limits
- Working your own path
- Failure is not to be feared
- Failure is not to be feared
- What is truly precious

Chapter 10: MULTIDIMENSIONAL THINKING
- Multidimensional thinking
- Misjudgment
- Opportunities are right beside you
- Don't be afraid to be yourself
- Give before you receive
- The remedy for clear vision
- Be yourself

Chapter 11: DISPUTED THINKING
- Happiness is right beside you
- Disputed thinking and others
- Creating opportunities in adversity
- Changing goals according to the times
- One for all, all for one

Read Sample

Chapter 1: INTELLECT AND CHARACTER

Cultivating and perfecting oneself is the greatest strategy for a woman's success. Intelligence is not innate; it is the result of continuous self-learning and practice. Many people mistakenly equate intelligence with cleverness and cultivation. In truth, it is a combination of all these elements. **External beauty is transitory, but inner beauty is eternal. A woman's true beauty must be attained through continuous self-cultivation and refinement.** Intelligent women can effortlessly exude charm, confidence, and extraordinary wisdom in any situation. This knowledge, intellect, and character to once again become favored by fortune.

INTELLIGENCE BEYOND CLEVERNESS AND WISDOM

A genuinely strategic woman never flaunts her intelligence and talent at every opportunity, as she knows this is how to protect herself better. She is not afraid to show her true self, but she also knows how to shield herself from harmful influences. Many women mistakenly believe that showing off their knowledge and intelligent women can sometimes be off-putting to others, as they can come across as too sharp, tactless, and unaware of when to show restraint.

When disagreeing with others or rejecting someone's opinion, they tend to speak directly and bluntly, without considering the other person's feelings. While they may be honest, they can also make errors in someone's logic or knowledge, they feel compelled to point it out without giving the other person an opportunity to save face. If someone confesses their love to you, a strategic woman will not be deceived by the flattering words but instead acknowledge and refreshing. In short, **a strategic woman is not afraid to show her intelligence but knows when and how** to use it to protect herself and others.

Therefore, **to be a truly smart woman, do not rely on your intelligence without consideration.** You must remember that outshine others can sometimes be a mistake. To be a truly wise woman, you need a bit of strategy. Do not always see yourself as the proud princess who must receive everything perfectly. Sometimes, playing the role of the "maid" beside the princess can open up more opportunities for you to "rise to power."

Below are some "strategic moves" to conceal your talents and ensure that you navigate love, marriage, work, or social relationships with ease!

3. The Art of Socializing Lies in "Feigned Simplicity"

Among your closest friends, you can prefer someone who always seeks to stand out or someone discreet and humble? Of course, you will choose the latter. **You don't want to have good "connections" in social interactions, you must understand the psychology of the people around you.** Only then can you "play" with them on the right tracks, aiming to **"kill two birds with one stone."** Of course, you don't always have to be sure to gain more friends. A famous person once said, "I'd rather have 10 people think I'm a fool. It makes socializing much easier for me."

Mac Am

Mac Am is the pen name of an outstanding translator and author in Vietnam. Working behind a series of philosophical works published by SBOOKS, Mac Am aspires to translate and adapt the vast knowledge, theories, and teachings from both Eastern and Western wisdom, ancient and modern, to spread this intellectual wealth to readers across all nations, breaking down geographical barriers.

01 **The Book of Sages: Governing the state**

02 **The Book of Sages: Seeking Knowledge**

03 **The Book of Sages: Cultivating Oneself**

"The Book of Sages: Wisdom Based on the Principles of "Cultivating Oneself, Managing Family, Governing the Nation"

The ancients believed that one must first govern the nation if one wished to illuminate the world's virtues. To govern the nation, one must first manage the family. To manage the family, one must first cultivate oneself. To cultivate oneself, one must first rectify the heart. To rectify the heart, one must first have sincerity of intention. To have sincerity of intention, one must first seek thorough understanding. To achieve a thorough under-standing, one must examine the fundamental principles of things. Once the principles are thoroughly examined, one can attain a comprehensive understanding. With comprehensive understanding comes sincerity of intention. With sincerity of intention comes rectification of the heart. With the heart rectified, one can cultivate oneself. With oneself cultivation, one can manage the family. With family management, one can govern the nation. With governance, one can bring peace to the world.

- **It is said that to cultivate oneself, one must first rectify the heart.** If a person is angry, the heart will not be upright. If they are fearful, the heart will not be upright. The heart will not be upright if they are too fond of something. If they are anxious, the heart will not be upright. When the heart is not focused, even if one sees, they will not perceive the image; even if they hear, they will not grasp the sound; even if they eat, they will not taste the flavor. This is why the cultivation of oneself begins with rectifying the heart.
- **It is also said that in order to manage the family, one must first cultivate oneself.** This is because people tend to show bias toward those they love, hold contempt for, fear, pity, or look down upon. It is rare for someone to love another while still seeing their flaws or to despise someone while still recognizing their virtues. This is an uncommon wisdom in the world.

The Book of Sages: Governing the state

Read Sample

13. It is impossible to equalize the price of products

Chen Xiang said: "According to Hu Zi's philosophy, market prices are uniform, and there is no deceit within the nation. Even if a child five feet tall went to the market, they would not be cheated. Cloth made from hemp and silk of the same length would have the same price. Hemp and silk threads of the same weight would also be priced equally. The price of grains would be the same regardless of quantity. Shoes of all sizes would cost the same."

Mencius responded: **"Objects are naturally unequal. This is a law of nature.** Some items are twice as valuable, five times, ten times, a hundred times, or even a thousand or ten thousand times more valuable. If you try to equalize everything, the entire world would fall into chaos. If large and small shoes are sold at the same price, would anyone agree to make them? Following Hu Zi's philosophy only leads to deception, so how could such a principle be used to govern a nation?"

24. Skillfully managing, nurturing, assigning, and using attire

Skillfully nurturing people, skillfully managing people, skillfully assigning people, and skillfully using attire to reflect status. Skillfully nurturing people brings closeness, skillfully managing people brings peace of mind, skillfully assigning people brings enthusiasm, and skillfully using attire to reflect status brings admiration. **When all four of these elements are fulfilled, the people of the world will follow, which is called knowing how to unite the masses.**

However, if one fails to nurture people skillfully, no one will feel close; if one fails to manage people skillfully, no one will feel at ease; if one fails to assign people skillfully, no one will feel enthusiastic; if one fails to use attire to reflect status skillfully, no one will offer admiration. **When all four are lost, the world will turn its back, and such a person is called an ordinary fool.** Thus, it is said that when the Way exists, the nation flourishes; when the Way is lost, the nation fails.

Nurturing people involves reducing the number of artisans and merchants, increasing the number of farmers, curbing thieves and robbers, and eliminating traitors. The emperor has three grand ministers, feudal lords have a single chief minister, nobles have officials responsible for specific tasks, and the lower class maintains its duties with caution. **Everyone adheres to the laws and conducts themselves righteously, which is how people are skillfully managed.**

By discussing morality to determine rank, and assessing talents to assign official positions so that everyone is fit for their work, and each person has a suitable role, high-ranking talents can serve as the grand ministers, mid-ranking talents can be appointed as feudal lords, and low-ranking talents can serve as nobles. This is the way to assign people skillfully. Creating garments and hats embroidered with various patterns and sculpting intricate designs on utensils with all things reflecting their hierarchical order, is the way to represent status through attire.

Thus, **from the emperor down to the commoners, everyone maximizes their abilities, feels fulfilled, and enjoys their work equally.** They are well-clothed, well-fed, live in peace and leisure, attend to their duties promptly, operate under clear regulations, and lead prosperous lives, all in harmony. When the time comes to use more elaborate embroidery and a wider variety of culinary flavors, it shows that wealth has become abundant.

The Book of Sages: Seeking Knowledge

Read Sample

Encouraging Learning

The virtuous say that learning must never cease. The blue dye comes from indigo, yet it is bluer than indigo; ice is born from water, yet colder than water. Straight wood aligned to the carpenter's ink line can be bent into a round wheel, which, once shaped, even when dried, cannot return to its former state. This is achieved through molding. Hence, wood marked by the ink line becomes straight, and metal ground against a whetstone becomes sharp. A virtuous person who has learned widely and reflects on themselves daily will have clear wisdom and avoid errors in conduct. Therefore, one cannot comprehend the vastness of the heavens without ascending a high mountain; one cannot fathom the depth of the earth without descending into a deep ravine; one cannot grasp the value of learning without listening to the ancient teachings of the sages. **Children from different regions**—whether from Wu, Yue, Qi, or Mo—**cry the same when born, but as they grow, their customs differ, shaped by education and cultural influence.** I have often thought for days, but even a brief moment of learning surpasses prolonged pondering. I have strained on tiptoe to see, but standing high up allows me to see far and wide.

Climbing to a higher vantage point does not lengthen one's arm, but one can see farther; calling out with the wind does not make one's voice louder, but it can be heard from afar. By borrowing the power of a carriage, one can travel a thousand miles without rushing; by using a boat, one can cross deep rivers without swimming. **The virtuous possess no exceptional power beyond knowing how to leverage resources effectively.**

In the South, there is a bird called Mong Jiu that builds its nest with feathers and binds it with hair on a reed branch. When the wind rises, the branch breaks, the eggs fall, and the chicks die. The nest itself is delicate, but the choice of where to tie it was flawed. In the West, there is a plant called Bai Cao, which grows four feet tall on the edge of cliffs, seemingly tall because of its elevated position. The length of its stalk does not determine its height, but the terrain does. A seed growing among hemp can stand tall without support, but when borage is soaked in urine, it becomes repulsive even to the virtuous, who avoid it, and the ordinary people will not wear it either. The inherent nature of these things is not flawed, but their contamination makes them so. Thus, **a virtuous person chooses where to live carefully and associates with scholars to avoid the corrupt and remain upright.** Everything that appears does so for a reason. Honor and disgrace come to those whose virtues or misdeeds deserve them. Rotten meat attracts maggots, and decaying wood invites worms. Those who act recklessly and lazily invite calamities. Sturdy things are used to support, and pliant things are used to bind. People only complain about the crooked because their own actions are crooked. When firewood is stacked in rows, dry branches catch the first. On flat ground, water will flow toward the lowlands. Trees grow in groves, and animals gather in herds, as all things are drawn to their kind. Thus, where targets are set, arrows aim; in dense forests, axes and saws gather; where tree canopies provide shade, birds rest; and where vinegar ferments, flies swarm.

Therefore, words can invite disaster, and actions can bring disgrace. **The virtuous must be cautious in their positions.** Pile dirt to form a mountain; wind and rain will come; gather water into a pool, and dragons will appear. Accumulating good deeds forms noble character, illuminating the spirit and sanctifying the heart. **Without taking half-steps, one cannot travel a thousand miles; without small streams, oceans cannot form.**

The finest steed, no matter how exceptional, cannot leap ten steps in one bound, while a slow horse, if persistent, will reach its destination after ten days. **Success is achieved through persever-ance.** Half-hearted carving will not complete even rotten wood, but persistent carving can shape even stone. An earthworm, without sharp teeth or claws, eats dirt and drinks from underground water due to its focused effort. A crab, with eight legs and two pincers, finds no shelter outside eel or snake holes because of its impatient nature. Therefore, without steadfast determination, one cannot achieve great success; without diligent effort, one cannot attain remarkable accomplishments. **Those who wander aimlessly cannot reach their goal; those who serve two masters will not be accepted.** Eyes cannot focus on two objects at once, and ears cannot clearly discern two sounds at the same time. The snake, without legs, can fly, while the rat, with five talents, remains trapped.

The Book of Sages: Cultivating Oneself

Read Sample

5. Virtue is the Foundation

The virtuous person must first be careful about cultivating virtue. With virtue, one can gain the people; with the people, one can gain land; with land, one can acquire wealth; with wealth, one can utilize it effectively. Virtue is the root; wealth is the fruit. When the root is neglected and the fruit is prioritized, contention arises.

The Great Learning

6. Self-cultivation in accordance with the Doctrine of the Mean

Confucius said, "In intentionally live in seclusion and engage in eccentric behaviors—such individuals may be remembered and praised by future generations, but I do not choose to live that way. **A virtuous person follows the proper path.** Even if one leaves a task unfinished, I would not do so. A virtuous person adheres to the Way of the Mean. Even if they retreat into obscurity and are unknown to others, they never regret it. Only a sage can truly accomplish this."

The Doctrine of the Mean

7. Words Must Align with Actions

Confucius said, "The Way of the virtuous has four aspects, and I, Qiu, **have yet to achieve any fully.** What I expect from my children, I have not yet fulfilled in serving my father. What I expect from subordinates, I have not yet achieved in serving my lord. What I expect from younger siblings, I have not fully applied in serving my elder siblings. What I expect from friends, I have not yet fully carried out in my own friendships. To practice ordinary virtues, one must be cautious in one's daily speech—if there is any deficiency, one must strive to make up for it. Even if one's deeds surpass their words, one must not claim full credit. When speaking, one must pay attention to one's actions; when acting, one must be mindful of one's words. How can a virtuous person not devote themselves to this?"

The Doctrine of the Mean

8. A Virtuous Person Must Cultivate Themselves

Confucius said, **"To cultivate oneself, one must follow the Way.** To follow the Way, one must first embody benevolence. Benevolence is central to humanity, and cherishing one's relatives is the greatest expression of benevolence. Righteousness is acting according to what is proper, and respecting the virtuous is the highest form of righteousness. Cherishing one's kin involves differentiating between levels of closeness, and respecting the virtuous requires recognizing rank and status. From this, propriety is born. Therefore, **a virtuous person cannot neglect self-cultivation.** To cultivate oneself, one must honor one's parents. To honor one's parents, one must understand the Way of humanity. To understand the Way of humanity, one must understand the Way of Heaven.

The moral relationships in the world are five: ruler and minister, parent and child, husband and wife, elder and younger siblings, and friends. These five relationships are the moral constants of the world. Wisdom, benevolence, and courage are the three universal virtues. These three virtues are used to uphold the five moral constants. Though they are three, when practiced, they become one. Some people are born knowing these things; some must learn them to understand, and some only understand after experiencing hardship. But once known, the understanding is the same. Some practice these things naturally, some are motivated by advantage, and others do so reluctantly. However, in the end, their achievements are the same."

The Doctrine of the Mean

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2. Pen names used in journalism: ***Van Long, Phuc Huy, Trong Duc, Trong Hoi.***
3. Member of the Vietnam Writers' Association and the Vietnam Journalists' Association.
4. Member of the Prose Council - Ho Chi Minh City Writers' Association for 2020-2025.
5. Member of the Executive Committee of the Vietnam Writers' Association in Ho Chi Minh City for the term 2023-2028.
6. **First prize in the short story competition organized by Van Nghe Newspaper in 1990-1991 with the work "The Benevolent Murderer,"** and **recipient of 24 journalism awards** (several first and second prizes in Ho Chi Minh City journalism, awards from various ministries and national journalism prizes). *Several short stories have been translated into English, Chinese, French, and Japanese,* published internationally, and taught domestically and abroad in universities.
7. Literary works adapted into television series: **The short story "The Benevolent Murderer"** was adapted into the 32-episode TV series "Pensée villa", aired on HTV9 in 2015 (winner of the National Silver Film Award). **The novella "Thuy Co"** was adapted into the 32-episode TV series "Thuy Co", aired on HTV9 in 2016 (winner of the Best Television Drama Award 2016 by the Ho Chi Minh City Film Association). **The crime novel "Code Name D9"** was adapted into a 38-episode series of the same name, which has been aired on nearly 40 television channels across provinces, cities, and sectors nationwide since the end of March 2017 *(winner of the Most Beloved Television Drama Award—Blue Star Award 2017).*

Women's Dignity - Love thoughtfully

The "Golden Pen Award" from the Ministry of Public Security in 2018 for the novel "Code Name D9" (C prize - no A prize awarded).
C prize in the novel contest "For National Security and Peaceful Life" 2017 - 2020, co-organized by the Ministry of Public Security and the Vietnam Writers' Association, for the work "The Bandit Family".
Vietnam Record 2022 for "The Dossier" as the longest multi-volume crime novel series completed over 30 years (1992 - 2022).

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02 **Twisted Revenge (299 pages)**

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06 **The Beauty in the Mist (371 pages)**

Based on real-life criminal cases from the early days of Vietnam's reunification (1975) up to now, readers will accompany the Police and Criminal Investigation Forces through challenging cases. With his masterful pen, Van Long Loi takes the readers on a thrilling journey, unraveling and solving complex, intense, suspenseful criminal cases to the point of breathlessness. *The battle against evil occurs not only in the external world but also within as individuals wrestle with the temptations of fame and fortune. This struggle reveals an undeniable yet brutal truth: the line between good and evil in life is often fragile.* However, after each investigation, we are left in awe of the virtue, wisdom, and courage demonstrated by the heroic members of the police force, who tirelessly fight and sacrifice for justice and the people.

The creation of the novel series "Fire Dossiers" emerged as an inevitable contribution to Vietnam's literary landscape. It is regarded as the most monumental detective series in Vietnam, offering a comprehensive portrayal of the police force's efforts in combating crime from the country's reunification to the present. Each case, each protagonist—whether good or evil—and each investigative method symbolize the nature of crime in each era. As writer Dinh Tu Nguyen aptly expressed, ***"Van Long Loi strives to portray different types of people in the vast ocean of life..."***

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