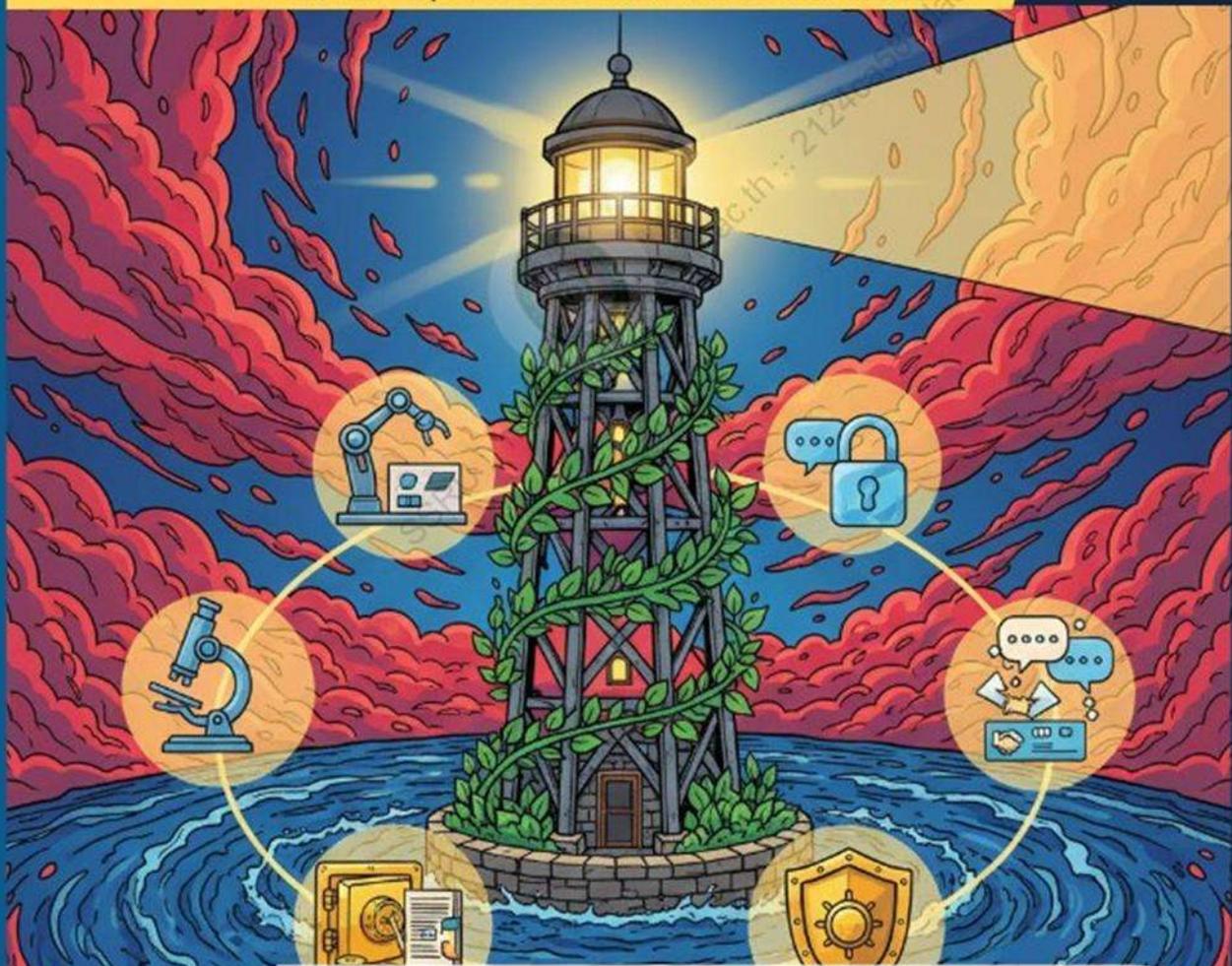


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COVER STORY : แนวทางการสร้างแบรนด์ที่แข็งแกร่งโดยเริ่มจากการป้องกันความเสี่ยง: การบริหารจัดการคุณภาพ กระบวนการผลิต การเงิน และการบริหารอย่างยั่งยืน



**BUILDING A STRONG BRAND
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Sustainable Management of Quality,
Production, Finance, and Governance**

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Abstract

Presenting content about **COVER STORY** : Building a strong brand starts with risk prevention: quality management, production processes, finance, and sustainable management. **SPECIAL SCOOP** : Singha Park Chiang Rai International Balloon Festival wins "Gold Award" Government Savings Bank delighted at GSB SAVINGS FORUM National Savings Day Thai Credit Bank joins hands with 2 key network partners to create a sustainable future project Kasikornbank wins 2 major awards in digital and sustainability **FINANCIAL FOCUS** : - Krungsri reveals net profit for the first 9 months of 2025, emphasizing quality growth strategy Haier Smart Home reveals financial results and sets the flag with **EXECUTIVE VISION** : strategy: Delta Future Industry Summit 2025, helping drive the transformation of Southeast Asia **ACE PRODUCT** : HUAWEI FREEBUDS SE 4 ANC noise-canceling headphones **ADVANCED NEWS** : - SCEX joins hands with NBTC to strengthen Thailand's cybersecurity - Krungthai-AXA Life Insurance promotes critical illnesses as a national agenda Launching a new product **BUSINESS TIPS** : Advising SMEs to manage Green Supply Chain to make their business strong **SPECIAL COLUMN** : - Viriyah Insurance continues "Happiness from caring for the elderly" for the 10th year, leading the elderly - Allianz Ayudhya invites Thai people to plan to deal with serious illnesses **HEALTHY LIVING** : Hidden sugar - stress, two silent dangers that trigger "diabetes" **WANDERLUST** : Happiness...at a Thai temple in the middle of the mountains **WORDS OF WISDOM** : Guidelines for investing in American stocks amidst global economic volatility **Buddhism** : Let's have a peaceful year (Part 1).