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COVER STORY : แนวทางการพัฒนาธุรกิจในยุคเศรษฐกิจฝืดเคือง
ให้เติบโตเร็วและมีจุดเด่นสู้กับคู่แข่งขนาดใหญ่ได้ โดยใช้ AI เป็นเครื่องมือ



AI-POWERED GROWTH STRATEGIES FOR BUSINESSES IN A SLUGGISH ECONOMY:

Building Distinctive
Advantages to Compete
with Industry Giants

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Abstract

Presenting content about **COVER STORY** Strategies for developing businesses to achieve rapid growth and a competitive edge in a sluggish economy, using AI as a tool. **FINANCIAL FOCUS** Kasikornbank launches innovation First-ever SETESG financial index in Thailand. **SPECIAL SCOOP** "Lalin Property" advances ESG in business through LALIN Green Proof **EXECUTIVE VISION** Allianz Ayudhya Life Insurance promotes healthcare, becoming a main sponsor of "Allianz Ayudhya presents LEGACY RACE". **ADVANCED NEWS** OIC opens training course for vocational diploma holders, 14th batch. BAAC invites viewers to watch the "Hoping for the Land" program. **BUSINESS TIPS** 3 ways for SMEs to increase liquidity and use loans wisely. **ADVANCED FOOD** "Heritage" invites you to create 3 premium breakfast menus. **SPECIAL COLUMN** Life Insurance Association addresses medical inflation. Viriyah Insurance joins volunteers in a rafting and garbage cleanup at Nakhon Nayok River and Nang Rong Waterfall. GAMA Thailand organizes "GAMA DEEP FOCUS Hybrid Experience" in **WANDERLUST**, Utah, the city of mountains. **WORDS OF WISDOM** Building brand credibility and expanding brand awareness. Towards rapid sales growth.