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COVER STORY : เมื่อ "รายได้หยุด แต่รายจ่ายไม่หยุด" : ยุทธศาสตร์สู่จัดการเงินและวิธีเอาชีวิตรอด



**WHEN INCOME STOPS
BUT EXPENSES DON'T:**
FINANCIAL WARFARE AND
SURVIVAL STRATEGIES

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Abstract

Presenting content about **COVER STORY** When income stops but expenses don't strategies for the financial battle and survival. **FINANCIAL FOCUS** Lalin Property announces Q2 2026 results; Bangkok Life Assurance showcases first-half 2026 performance. **SPECIAL SCOOP** Thai Life Insurance achieves environmental standard certification; Krungsri Finnovate invests in three top tier global startups; GPF boosts financial literacy via the "GFF Delly Challenge." **EXECUTIVE VISION** Ajinomoto reveals the story behind development for every lifestyle why there is no single answer to "eating well." **ADVANCED NEWS** AIA Vitality celebrates its 10th anniversary with a health party in the heart of the city. **BUSINESS TIPS** SME seize the "3 Golden Years" before the game changes. **ADVANCED FOOD** DITP successfully hosts the THAI SELECT FESTIVAL 2026 in New York, reinforcing the potential of Thai food as a "soft power." **HEALTHY LIVING** Sleep Cycle insufficient sleep means you aren't ready for life. **SPECIAL COLUMN** BAAC invites you to watch the "Hom Phaen Din" (Scent of the Land) program as it visits Kwan Phayao. Ek Thonglor celebrates its 18th anniversary with the major **WANDERLUST** campaign happiness by choice. **WORDS OF WISDOM** Sell value, don't slash prices building a B2B brand into a market leader trusted by customers.