

# Preface

If you are now in possession of this book, you will probably consider the thrilling opportunity of starting your own business. This edition is meticulously crafted to serve as a beacon for aspiring entrepreneurs, seasoned business professionals, and academicians, providing a panoramic view of the emerging trends and challenges in the business landscape of the 21st century. It is more than just a compilation of business concepts; it is a reflection of the collective wisdom and experiences of a diverse group of contributors. From the intricacies of sustainable fashion to the cutting-edge advancements in digital services, this volume encapsulates the essence of modern entrepreneurship—where sustainability, technology, and human-centric design converge to create value.

As you delve into the pages of this edition, you will be introduced to a rich tapestry of ideas, each chapter unfolding novel business models and strategies that resonate with the current socio-economic and environmental contexts. The narratives are woven with a deep understanding of the challenges and opportunities that lie ahead, encouraging readers to critically engage with the content and apply these insights to their entrepreneurial endeavors.

Commencing a business can be a challenging endeavor, involving navigating through complex processes, and understanding cultural subtleties. Do not be afraid because, in this text, our goal is to provide you with the knowledge that goes beyond these

difficulties. This book is specifically developed to facilitate the initial steps of starting a business. It covers several aspects, such as organizational processes, marketing strategies, potential products, product pricing and financial plans.

In this edition, we explore the Vietnamese business environment through the contributions from select authors. As you begin your entrepreneurial endeavor, it provides a comprehensive overview of the emerging industries and markets that are potential business ventures. Whether you decide to start your new venture in Vietnam or in any part of the world, this guide is designed to assist you in making well-informed decisions and succeed in changing business environment.

We embark on an exploratory journey into the heart of contemporary entrepreneurship and innovation. May this book serve as an invitation to immerse yourself in the transformative power of business ideas. As we present this body of work, we hope to ignite a spark of inspiration in you—the reader—to venture beyond conventional boundaries, to innovate, and to lead with purpose and resilience in the ever-evolving world of business.