Amazon KENP for MT thrived

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The most updated statistics for the books published by AISDL show that MT [1] has been growing in readership.

Amazon platform provides a statistic called the Kindle Edition Normalized Pages (KENP), which have been read by customers who borrow a book from Kindle Unlimited (KU) and the Kindle Owners' Lending Library (KOLL). Unlike sales order data, which tells about the number of copies customers buy, KENP unveils the actual number of pages read by ebook readers.

Title	Pages read
> All 6 books	1,765
> Mindsponge Theory	655
> A New Theory of Serendipity: Nature, Emergence and Mechanism	607
> Meandering Sobriety	503

Illustration: KENP statistics provided by Amazon reports as of July 25, 2023.

For the three books with KENP statistics, MT has become the most read so far, with 655 pages read, followed by SE 607 [2] and MS 503 [3]. Although the numbers are small, they are still encouraging because MT and SE are academic titles, which supposedly attract fewer readers than other types of books, e.g., fiction or romance. (Knocking MT out is a no-brainer for fiction and romance titles.)

For our community, MT represents a theoretical cornerstone. Thus, its growing readership serves as a beacon for future use and deserves our attention.

References

[1] Vuong QH. (2023). *Mindsponge Theory*. De Gruyter. https://www.amazon.com/dp/B0C3WHZ2B3

[2] Vuong QH. (Ed.) (2022). *A New Theory of Serendipity: Nature, Emergence and Mechanism*. De Gruyter. https://www.amazon.com/dp/B0C5C4LPF1

[3] Vuong QH. (2023). *Meandering Sobriety*. https://www.amazon.com/dp/B0C2TXNX6L