

Happy Vietnamese Entrepreneur's Day: BMF book received its first KENP read

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13th October is Vietnamese Entrepreneur's Day. On this special day of 2023, I received good news about my business. The book titled "The Mindsponge and BMF Analytics for Innovative Thinking in Social Sciences and Humanities," which I co-edited with my team members, received its first Kindle Edition Normalized Pages (KENP) read [1].

From the business perspective, the money generated from the KENP read is still far from the time, effort, and money we have invested in writing and publishing the book. With 2303 KENP accumulated until 13th October 2023, the total revenue generated through Royalties in Kindle Unlimited is equivalent to \$9, merely enough for a McDonald's meal.

Title	Pages read
> All 6 books	2,303
>  Mindsponge Theory	882
>  Meandering Sobriety	790
>  A New Theory of Serendipity: Nature, Emergence and Mechanism	618
>  A Mindsponge-Based Investigation into the Psycho-Religious Mechanism Behind Suicide Attacks	6
>  The mindsponge and BMF analytics for innovative thinking in social sciences and humanities	4
>  The Kingfisher Story Collection	3

KENP read by 13th October 2023

However, the book is one of our team's initiatives to commoditize our thinking and knowledge. To do this, we need to rely on the market, which requires a commoditized product to have real value to sell. The book's first KENP read was a special occasion for us, as it implied someone was interested in our thinking and knowledge, specifically our home-grown analytical method.

Indeed, business is not easy, especially when we commoditize almost entirely new things: our theory, method, and thinking. Hopefully, we can overcome all the difficulties and help our books receive more KENP reads in the future [2-6].

References

- [1] Vuong, Q. H., Nguyen, M. H., & La, V. P. (2022). *The mindsponge and BMF analytics for innovative thinking in social sciences and humanities*. De Gruyter.
<https://www.amazon.com/dp/B0C4ZK3M74>
- [2] Vuong, Q. H. (2022). *Mindsponge Theory*. De Gruyter.
<https://www.amazon.com/dp/B0C3WHZ2B3>
- [3] Vuong, Q. H. (2023). *Meandering Sobriety*.
<https://www.amazon.com/dp/B0C2TXNX6L/>
- [4] Vuong, Q. H. (2022). *A New Theory of Serendipity: Nature, Emergence and Mechanism*. De Gruyter. <https://www.amazon.com/dp/B0C5C4LPF1/>
- [5] Vuong, Q. H., Nguyen, M. H., & Le, T. T. (2021). *A Mindsponge-Based Investigation into the Psycho-Religious Mechanism Behind Suicide Attacks*. De Gruyter.
<https://www.amazon.com/dp/B0C4HKK7P9/>
- [6] Vuong, Q. H. (2022). *The Kingfisher Story Collection*.
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