



How One Family-Owned Company
Took On the Multinationals and Won

Competing with Giants

ForbesBooks, 2018

USD \$2.5 BILLION. That is the amount of money Phuong Uyên Trần and her father, Asian beverage business mogul Dr. Trần Quý Thanh, walked away from in 2012. That was the figure Coca-Cola had offered to acquire a controlling interest in her family business, Vietnamese THP Beverage Group. Watching her father turn down a sum of money most people will never see in a lifetime re-shaped Phuong's entire philosophy about life and business.

"It is never easy to compete with giants," says Phuong, "let alone face them down." But her family legacy is a story that proves David can indeed compete with (and even outperform) Goliath.

In her engaging book, *Competing with Giants*, Phuong weaves business advice from her father with her own insights, as a second-generation Asian, Millennial businesswoman. The pages form a rich tapestry that tells the connected story of a NEW Vietnam leading Asia's rise to economic significance, and the quickly changing global business landscape that will force Western-style multinationals to consider new strategies for success.

The world the next generation inherits will be more connected and more multinational than any time in human history.

As we move forward into this new era, Phuong's book helps us:

- analyze how 'family values' give entrepreneurs a competitive edge;
- explore Asian multinational companies as the way of the future;
- discuss the ever-growing role of women in business;
- and learn the exact business strategies that allow local businesses to compete with their global competitors.

THERE IS ONLY ONE THING WE CAN ALL BE SURE OF: THE WORLD WILL BE WHAT WE COLLECTIVELY MAKE IT. —PHƯƠNG UYÊN TRẦN

Phuong Uyên Trần's wise and conversational tone is that of a trusted mentor, someone a few steps ahead on the path. Her insight, heart, and experience will inspire readers to dream bigger and understand what is necessary to actualize those dreams. Throughout the book, Phuong reminds us of the adages of her father, specifically the idea that, "Nothing is impossible."

Competing with Giants is available now. Pick up a copy today and unlock the potential of the Asian multinational.



PHƯƠNG UYÊN TRẦN is a second-generation Asian businesswoman. She serves as Deputy CEO of Tan Hiep Phat (THP) group, a company started by her parents in 1994. Today, it is Vietnam's leading beverage company. In addition to running Number 1 Chu Lai plant, she is responsible for THP's procurement, domestic and international marketing, public relations, and corporate social responsibility programs. Phuong is an executive of the Beverage Association of Vietnam and also sits on the executive committee of the Young Presidents' Organization (YPO) Vietnam chapter.

She is passionate about family-owned businesses, as well as women in business. She has completed training at the International Institute for Management Development and is an active member of YPO. She is keen to share her knowledge and regularly speaks about managing family-owned businesses at global conferences.

Phuong lives in Ho Chi Minh City (Saigon), Vietnam.

“Here is living proof of the famous Vietnamese proverb, “The young buffalo is not afraid of the tiger.” Page after page of *Competing with Giants* demonstrates how newer players will only be successful when they challenge themselves by competing with current giants. Read it and learn.”

TRẦN ĐÌNH THIÊN

General Director, Vietnam Institute of Economics

“I've spent my entire working life helping people muster internal resources, overcome obstacles, and find their way to success and achievement. In this book, we have two clear examples of this in practice on both the business and personal levels. The whole family lives by the motto, ‘nothing is impossible.’ They dream big, take action each day to achieve their goals, and never give up.”

BRIAN TRACY

Author, Speaker, Entrepreneur & Success Expert

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