The Birth Of Korean Cool

The Birth of Korean Cool - Euny Hong 2014-08-05 A Korean-born journalist describes the increasing popularity of South Korea's business, technology, education and pop culture exports around the world, discussing how a country that once banned miniskirts and rock and roll moved ahead into the 21st century. Original.

The Birth of Korean Cool - Euny Hong 2014-08-14 How did a really unhip country suddenly become cool? How could a nation that once banned miniskirts, long hair on men and rock 'n' roll come to mass produce pop music and a K-pop star that would break the world record for the most YouTube hits? Who would have predicted that a South Korean company that used to sell fish and fruit (Samsung) would one day give Apple a run for its money? And just how does South Korea plan to use pop culture to beat America at its own game. Welcome to South Korea: The Brand. In The Birth of Korean Cool journalist Euny Hong uncovers the roots of the 'Korean Wave': a fanaticism for South Korean pop culture that has enabled them
to make the rest of the world a captive market for their products by first becoming the world's number one pop culture manufacturer. South Korea's economic development has been nothing short of staggering - leapfrogging from third-world to first-world in just a few years and continuing to grow at a rapid and unprecedented rate - and for the first time The Birth of Korean Cool will give readers exclusive insight into the inner workings of this extraordinary country; it's past, present and future.

**The Birth of Korean Cool** - Euny Hong 2014-08-05
A FRESH, FUNNY, UP-CLOSE LOOK AT HOW SOUTH KOREA REMADE ITSELF AS THE WORLD'S POP CULTURE POWERHOUSE OF THE TWENTY-FIRST CENTURY

By now, everyone in the world knows the song "Gangnam Style" and Psy, an instantly recognizable star. But the song's international popularity is no passing fad. "Gangnam Style" is only one tool in South Korea's extraordinarily elaborate and effective strategy to become a major world superpower by first becoming the world's number one pop culture exporter. As a child, Euny Hong moved from America to the Gangnam neighbourhood in Seoul. She was a witness to the most accelerated part of South Korea's economic development, during which time it leapfrogged from third-world military dictatorship to first-world liberal democracy on the cutting edge of global technology. Euny Hong recounts how South Korea vaulted itself into the twenty-first century, becoming a global leader in business, technology, education, and pop culture.
Featuring lively, in-depth reporting and numerous interviews with Koreans working in all areas of government and society, The Birth of Korean Cool reveals how a really uncool country became cool, and how a nation that once banned miniskirts, long hair on men, and rock ‘n' roll could come to mass produce boy bands, soap operas, and the world's most important smart phone.

**The Power of Nunchi**-Euny Hong 2021-06 "A must-read for anyone interested in the art of intuitively knowing what others feel." --Haemin Sunim, bestselling author of The Things You Can See Only When You Slow Down and Love for Imperfect Things Improve your nunchi. Improve your life. Have you ever wondered why your less-skilled coworker gets promoted before you, or why that one woman from your yoga class is always surrounded by adoring friends? They probably have great nunchi. The art of reading a room and understanding what others are thinking and feeling, nunchi is a form of emotional intelligence that anyone can learn--all you need are your eyes and ears. Sherlock Holmes has great nunchi. Cats have great nunchi. Steve Jobs had great nunchi. With its focus on observing others rather than asserting yourself--it's not all about you!--nunchi is a refreshing antidote to our culture of self-promotion, and a welcome reminder to look up from your cell phone. Nunchi has been used by Koreans for more than 5,000 years. It's what catapulted their nation from one of the world's poorest to one of the richest and most technologically advanced in half a century.
And it's why K-pop--an unlikely global phenomenon, performed as it is in a language spoken only in Korea--is even a thing. Not some quaint Korean custom like taking off your shoes before entering a house, nunchi is the currency of life. The Power of Nunchi will show you how the trust and connection it fosters can help you succeed in all areas of your life--from business to love. A PENGUIN LIFE TITLE

Kept-Y. Euny Hong 2007-08-21 Cut off by her upper-crust Korean family, Judith Lee finds herself unable to cope in the working world and eventually applying her manners, good looks, and artistic knowledge to a vocation as a courtesan in the luxurious townhouse of Madame Tartakoff, where she is a paid companion to a classical violinist and falls in love outside of her clientele. A first novel. Reprint. 15,000 first printing.

A Geek in Korea-Daniel Tudor 2014-09-09 For every fan of K-Pop music, Korean Wave dramas and Kimchi—or anyone intrigued by Korea and Korean culture—A Geek in Korea is a hip, new guide to the land of the Samsung smartphone and Gangnam Style. Author Dan Tudor first arrived in Korea on the eve of the 2002 World Cup when South Korea played Italy in the finals. What he saw inspired him to return and work in Korea. He served as The Economist magazine's Korea correspondent for three years, and he writes regular columns
for the national daily Joongang Ilbo newspaper. Along the way, he has developed a great love and admiration for Korean culture and the Korean people. A Geek in Korea reinvents the culture guide for the Internet age. Packed with articles and photographs, it covers all the touchstones of Korean culture—from Buddhism and Confucianism to chapters on the traditional arts and disciplines like Taekwondo. There are chapters on cultural code words and norms; personal relationships; business and technology; and symbols and practices that are peculiarly Korean. A number of chapters are devoted to Korean pop culture, with attention to the stars, idols, and urban subcultures associated with them. For visitors to Korea, the author includes a mini-guide to his favorite neighborhoods in Seoul and other places of outstanding interest. Spotlighting the originality and creativity of the Koreans, debunking myths about them, and answering nagging questions like why they're so obsessed with education and success—Tudor has created the perfect book for the growing ranks of Koreaphiles in this inspired, insightful, and highly informative guide.

**Kim Jiyoung, Born 1982: A Novel**-Cho Nam-Joo 2020-04-14 A New York Times Editors Choice Selection A global sensation, Kim Jiyoung, Born 1982 “has become...a touchstone for a conversation around feminism and gender” (Sarah Shin, Guardian). One of the most notable novels of the year, hailed by both critics and K-pop stars alike, Kim Jiyoung, Born 1982 follows one woman’s psychic deterioration in the face of rampant misogyny. In a tidy
apartment on the outskirts of Seoul, millennial “everywoman” Kim Jiyoung spends her days caring for her infant daughter. But strange symptoms appear: Jiyoung begins to impersonate the voices of other women, dead and alive. As she plunges deeper into this psychosis, her concerned husband sends her to a psychiatrist. Jiyoung narrates her story to this doctor—from her birth to parents who expected a son to elementary school teachers who policed girls’ outfits to male coworkers who installed hidden cameras in women’s restrooms. But can her psychiatrist cure her, or even discover what truly ails her? “A social treatise as well as a work of art” (Alexandra Alter, New York Times), Kim Jiyoung, Born 1982 heralds the arrival of international powerhouse Cho Nam-Joo.

The New Koreans - Michael Breen 2017-04-04 Just a few decades ago, the Koreans were an impoverished, agricultural people. In one generation they moved from the fields to Silicon Valley. The nature and values of the Korean people provide the background for a more detailed examination of the complex history of the country, in particular its division and its emergence as an economic superpower. Who are these people? And where does their future lie? In this absorbing and enlightening account, Michael Breen provides compelling insight into the history and character of this fascinating nation.
The Birth of Korean Cool—Euny Hong 2014 How did a really unhip country suddenly become cool? How could a nation that once banned miniskirts, long hair on men and rock 'n' roll come to mass produce pop music and a K-pop star that would break the world record for the most YouTube hits? Who would have predicted that a South Korean company that used to sell fish and fruit (Samsung) would one day give Apple a run for its money? And just how does South Korea plan to use pop culture to beat America at its own game. Welcome to South Korea: The Brand. In The Birth of Korean Cool journalist Euny Hong uncovers the roots of the 'Korean Wave': a fanaticism for South Korean pop culture that has enabled them to make the rest of the world a captive market for their products by first becoming the world's number one pop culture manufacturer. South Korea's economic development has been nothing short of staggering - leapfrogging from third-world to first-world in just a few years and continuing to grow at a rapid and unprecedented rate - and for the first time The Birth of Korean Cool will give readers exclusive insight into the inner workings of this extraordinary country; it's past, present and future.

The Korean Mind—Boye Lafayette De Mente 2018-04-24 Understanding a people and their culture through code words and language. Today, South Korea is an economic, technological and entertainment superpower. How, as a country, did they rebound from war, poverty and political unrest? And how can that success be replicated in other cultures?
The answers can, in fact, be found by understanding Korean customs, values and beliefs. Author Boye Lafayette De Mente identifies the unique qualities that comprise the Korean identity and articulates their modern expressions of Korean culture and history in this book. Organized alphabetically by topic, De Mente explains the critical cultural code words that make Korea the country it is today. Anyone interested in Korean etiquette, whether for travel or work, will discover that their meanings extend far beyond superficial English translations to deeper interpretations. Cultural code words include: Aboji, Ah-boh-je — The "Father Culture" Anae, Ah-negh — Wives: The Inside People Han Yak, Hahn Yahk — The Herbal Way to Health Innae, Een-nay — A Culture of Enduring Katun Sosuy Pap, Kaht-unn Soh-suut Pahp — Eating from the Same Rice Bowl And over 200 more... This in-depth discussion covers the concepts and principles that are integral to the Korean way of life and provides all the Korean history and insight necessary for those readers eager to learn the secrets of this resilient and burgeoning, yet little-understood nation.

K-POP Now! - Mark James Russell 2014-04-29 "K-Pop Now! [...] features one hundred and twenty-eight glossy pages of Korean pop eye-candy." —KpopStarz.com K-Pop Now! takes a fun look at Korea's high-energy pop music, and is written for its growing legions of fans. It features all the famous groups and singers, and takes an insider's look at how they have made it to the top. In 2012, Psy's song and music video "Gangnam Style" suddenly took the
world by storm. But K-Pop, the music of Psy's homeland of Korea has been winning fans for years with its infectious melodies and high-energy fun. Featuring incredibly attractive and talented singers and eye-popping visuals, K-Pop is the music of now. Though K-Pop is a relatively young phenomenon in the West, it is rapidly gaining traction and reaching much larger audiences—thanks in large part to social media like Facebook, YouTube and Twitter. Top K-Pop acts get ten million to thirty million hits for their videos—the Girls Generation single "Gee" has over a hundred million views! In K-Pop Now! you'll find: Profiles of all the current K-Pop artists and their hits A look at Seoul's hippest hot spots and hangouts Interviews with top artists like Kevin from Ze:A and Brian Joo A look at the K-Pop idols of tomorrow You'll meet the biggest record producers, the hosts of the insanely popular "Eat Your Kimchi" website, and K-Pop groups like Big Bang, TVXQ, 2NE1, Girls Generation, HOT, SES, FinKL Busker Busker and The Koxx. The book also includes a guide for fans who plan to visit Seoul to explore K-Pop up close and personal. Join the K-Pop revolution now!

An Introduction to Korean Culture - John H. Koo 1997 This book is intended to meet the needs of the general reader and is widely used in universities and college courses. Major aspects of traditional, as well as modern Korean culture are discussed by reputable scholars specializing in particular fields, and each chapter is prepared specifically to introduce a particular aspect of culture. A brief survey of Korean history and other cultural information
are provided to enable the reader to fully appreciate the roots of Korean culture and the ways in which it has grown and transformed throughout the ages. For those who wish to continue their quest for greater knowledge, a selected bibliography is provided at the end of each chapter.--Publisher's description.

K-Pop—John Lie 2015 K-Pop: Popular Music, Cultural Amnesia, and Economic Innovation in South Korea seeks at once to describe and explain the emergence of export-oriented South Korean popular music and to make sense of larger South Korean economic and cultural transformations. John Lie provides not only a history of South Korean popular music—the premodern background, Japanese colonial influence, post-Liberation American impact, and recent globalization—but also a description of K-pop as a system of economic innovation and cultural production. In doing so, he delves into the broader background of South Korea in this wonderfully informed history and analysis of a pop culture phenomenon sweeping the globe.

Without You, There is No Us—Suki Kim 2015 The award-winning author of The Interpreter traces her experiences as an English teacher to the sons of North Korea's elite during the last six months of Kim Jong Il's reign, an effort complicated by oppressive regime enforcers,
propaganda and evangelical missionaries. 40,000 first printing.


In recent decades, few nations have transformed themselves as radically as Korea. Amid Seoul's glass-and-steel skyscrapers and luxury apartments, however, the traditional Korean home or Hanok is experiencing a surprising renaissance. Hanok: The Korean House showcases twelve very special Hanok that reflect today's Korea—a country that's putting a modern twist on traditional values. While the exteriors of these houses are indistinguishable from Hanok built decades ago, the interior designs have been completely updated. Traditional materials of stone, wood, and clay are still the only components used in these houses. They also incorporate natural elements such as wind and sunlight, and baesanimsu—known in Chinese as feng shui—used to position the Hanok in harmony with the natural forces and geographical features of the site. But many of these new Hanok owners are architects who have incorporated open floor plans and cutting-edge architectural elements to create a more functional home.

Sketches of Korea - Benjamin Joinau 2015-11-05 How Much Do You Think You Know about
Korea? Get a glimpse of the many faces of Korea in illustration form Kimchi, K-pop, taekwondo, Samsung—the images that most people get when they think of Korea don’t stray much beyond the usual ones. But there are so many more fascinating sides to Korea. A cultural anthropologist with over 20 years of personal experience in Korea, author Benjamin Joinau introduces readers to the various faces of Korea outside those that Koreans typically like to present, guided by Elodie Dornand de Rouville’s refreshingly original and detailed illustrations—Korean society through the eyes of two foreigners. Grab a copy and let's take a look at the real faces of Korea, past and present.

**Korea: The Impossible Country**

Daniel Tudor 2012-11-10

South Korea's amazing rise from the ashes: the inside story of an economic, political, and cultural phenomenon Long overshadowed by Japan and China, South Korea is a small country that happens to be one of the great national success stories of the postwar period. From a failed state with no democratic tradition, ruined and partitioned by war, and sapped by a half-century of colonial rule, South Korea transformed itself in just fifty years into an economic powerhouse and a democracy that serves as a model for other countries. With no natural resources and a tradition of authoritarian rule, Korea managed to accomplish a second Asian miracle. Daniel Tudor is a journalist who has lived in and written about Korea for almost a decade. In Korea: The Impossible Country, Tudor examines Korea's cultural foundations; the Korean
character; the public sphere in politics, business, and the workplace as well as the family, dating, and marriage. In doing so, he touches on topics as diverse as shamanism, clan-ism, the dilemma posed by North Korea, the myths about doing business in Korea, the Koreans' renowned hard-partying ethos, and why the infatuation with learning English is now causing massive social problems. South Korea has undergone two miracles at once: economic development and complete democratization. The question now is, will it become as some see Japan, a prosperous yet aging society, devoid of energy and momentum? Or will the dynamism of Korean society and its willingness to change—as well as the opportunity it has now to welcome outsiders into its fold—enable it to experience a third miracle that will propel it into the ranks of the world's leading nations regarding human culture, democracy, and wealth? More than just one journalist’s account, Korea: The Impossible Country also draws on interviews with many of the people who made South Korea what it is today. These include: Choi Min-sik, the star of "Old Boy." Park Won-soon, Mayor of Seoul. Soyeon Yi, Korea's first astronaut Hong Myung-bo, legendary captain of Korea's 2002 FIFA World Cup team. Shin Joong-hyun, the 'Godfather of Korean Rock.' Ko Un, poet. Hong Seok-cheon, restaurateur, and the first Korean celebrity to 'come out.' And many more, including a former advisor to President Park Chung-hee; a Shaman priestess ('mudang'); the boss of Korea's largest matchmaking agency; a 'room salon' hostess; an architect; as well as chefs, musicians, academics, entrepreneurs, homemakers, and chaebol conglomerate employees.
**My Holiday in North Korea**-Wendy E. Simmons 2016-05-03 Most people want out of North Korea. Wendy Simmons wanted in. In *My Holiday in North Korea: The Funniest/Worst Place on Earth*, Wendy shares a glimpse of North Korea as its never been seen before. Even though its the scariest place on Earth, somehow Wendy forgot to check her sense of humor at the border. But Wendys initial amusement and bewilderment soon turned to frustration and growing paranoia. Before long, she learned the essential conundrum of tourism in North Korea: Travel is truly a love affair. But, just like love, its a two-way street. And North Korea deprives you of all this. They want you to fall in love with the singular vision of the country theyre willing to show you and nothing more. Through poignant, laugh-out-loud essays and 92 never-before-published color photographs of North Korea, Wendy chronicles one of the strangest vacations ever. Along the way, she bares all while undergoing an inner journey as convoluted as the country itself.

**My Korea**-Kevin O'Rourke 2013-06-30 My Korea is a cultural introduction to Korea, part memoir, part miscellany, which introduces traditional and contemporary culture through a series of essays, stories, anecdotes and poems. The book seeks to tell the reader all that he or she needs to know for a full and rewarding life in Korea.
Ask A North Korean—Daniel Tudor 2018-03-20 "In his new book, Ask a North Korean, Daniel Tudor—a former Economist journalist and current Korean beer entrepreneur—wants people to understand the true lives of everyday North Koreans. Using translated essays written by defectors, the book covers topics from politics to pornography." — The Boston Globe Understanding North Korean Through the Eyes of Defectors. The weekly column Ask A North Korean, published by NK News, invites readers from around the world to pose questions to North Korean defectors. Adapted from the long-running column, these fascinating interviews provide authentic firsthand testimonies about life in North Korea and what is really happening inside the "Hermit Kingdom." North Korean contributors to this book include: "Seong" who went to South Korea after dropping out during his final year of university. He is now training to be an elementary school teacher. "Kang" who left North Korea in 2005. He now lives in London, England. "Cheol" who was from South Hamgyeong in North Korea and is now a second-year university student in Seoul. "Park" worked and studied in Pyongyang before defecting to the U.S. in 2011. He is now studying at a U.S. college. Ask A North Korean sheds critical light on all aspects of North Korean politics and society and shows that, even in the world's most authoritarian regime, life goes on in ways that are very different from what outsiders may think.

Korean Masculinities and Transcultural Consumption—Sun Jung 2010-11-01 This book
investigates transcultural consumption of three iconic figures à the middle-aged Japanese female fandom of actor Bae Yong-Joon, the Western online cult fandom of the thriller film Oldboy, and the Singaporean fandom of the pop-star Rain. Through these three specific but hybrid context, the author develops the concepts of soft masculinity, as well as global and postmodern variants of masculine cultural impacts. In the concluding chapter, the author also discusses recently emerging versatile masculinity within the transcultural pop production paradigm represented by K-pop idol boy bands.

**The Korean Popular Culture Reader**-Kyung Hyun Kim 2014-01-21 Over the past decade, Korean popular culture has become a global phenomenon. The "Korean Wave" of music, film, television, sports, and cuisine generates significant revenues and cultural pride in South Korea. The Korean Popular Culture Reader provides a timely and essential foundation for the study of "K-pop," relating the contemporary cultural landscape to its historical roots. The essays in this collection reveal the intimate connections of Korean popular culture, or hallyu, to the peninsula's colonial and postcolonial histories, to the nationalist projects of the military dictatorship, and to the neoliberalism of twenty-first-century South Korea. Combining translations of seminal essays by Korean scholars on topics ranging from sports to colonial-era serial fiction with new work by scholars based in fields including literary studies, film and media studies, ethnomusicology, and art history, this collection expertly
navigates the social and political dynamics that have shaped Korean cultural production over the past century. Contributors: Jung-hwan Cheon, Michelle Cho, Youngmin Choe, Steven Chung, Katarzyna J. Cwiertka, Stephen Epstein, Olga Fedorenko, Kelly Y. Jeong, Rachael Miyung Joo, Inkyu Kang, Kyu Hyun Kim, Kyung Hyun Kim, Pil Ho Kim, Boduerae Kwon, Regina Yung Lee, Sohl Lee, Jessica Likens, Roald Maliangkay, Youngju Ryu, Hyunjoon Shin, Min-Jung Son, James Turnbull, Travis Workman

Armchair Nation-Joe Moran 2013-08-22 But what does your furniture point at?' asks the character Joey in the sitcom Friends on hearing an acquaintance has no TV. It's a good question: since its beginnings during WW2, television has assumed a central role in our houses and our lives, just as satellite dishes and aerials have become features of urban skylines. Television (or 'the idiot's lantern', depending on your feelings about it) has created controversy, brought coronations and World Cups into living rooms, allowed us access to 24hr news and media and provided a thousand conversation starters. As shows come and go in popularity, the history of television shows us how our society has changed. Armchair Nation reveals the fascinating, lyrical and sometimes surprising history of telly, from the first demonstration of television by John Logie Baird (in Selfridges) to the fear and excitement that greeted its arrival in households (some viewers worried it might control their thoughts), the controversies of Mary Whitehouse's 'Clean Up TV' campaign and what
JG Ballard thought about Big Brother. Via trips down memory lane with Morecambe and Wise, Richard Dimbleby, David Frost, Blue Peter and Coronation Street, you can flick between fascinating nuggets from the strange side of TV: what happened after a chimpanzee called 'Fred J. Muggs' interrupted American footage of the Queen's wedding, and why aliens might be tuning in to The Benny Hill Show.

**Seoul Man**—Frank Ahrens 2016-08-16 Recounting his three years in Korea, the highest-ranking non-Korean executive at Hyundai sheds light on a business culture very few Western journalists ever experience, in this revealing, moving, and hilarious memoir. When Frank Ahrens, a middle-aged bachelor and eighteen-year veteran at the Washington Post, fell in love with a diplomat, his life changed dramatically. Following his new bride to her first appointment in Seoul, South Korea, Frank traded the newsroom for a corporate suite, becoming director of global communications at Hyundai Motors. In a land whose population is 97 percent Korean, he was one of fewer than ten non-Koreans at a company headquarters of thousands of employees. For the next three years, Frank traveled to auto shows and press conferences around the world, pitching Hyundai to former colleagues while trying to navigate cultural differences at home and at work. While his appreciation for absurdity enabled him to laugh his way through many awkward encounters, his job began to take a toll on his marriage and family. Eventually he became a vice president—the highest-ranking
non-Korean at Hyundai headquarters. Filled with unique insights and told in his engaging, humorous voice, Seoul Man sheds light on a culture few Westerners know, and is a delightfully funny and heartwarming adventure for anyone who has ever felt like a fish out of water—all of us.

**Memoir of a Cashier**-Carol Park 2021-03-23 Author Carol Park grew up in Los Angeles County in the 1980s and 1990s, a time of heightened racism and violence. Now she seeks to give voice to the Korean American community through her unique story. Memoir of a Cashier is more than just a description of a young girl’s life growing up while working in a bulletproof cashier’s booth in Compton, California. Park tells the story of the Korean American experience leading up to and after the 1992 Los Angeles Riots. Intricately weaving the story of her mother into the text, she provides a bird’s-eye view into the Korean American narrative from her own unique perspective. With candor and direct language, she recounts the racism and traumatic incidents she lived through. Park bore witness to shootings, robberies, and violence, all of which twisted her worldview and ultimately shaped her life. In this memoir, a Korean American woman recalls her experiences of Los Angeles during the 1992 riots and shares her journey of finding her identity.
The Korean Lifestyle Book - Author TBC 2020-09-17 Korean culture is taking over our beauty routines, our homes, our playlists and our TVs. Here, for the first time, this beautiful book brings together everything you ever wanted to know about the Korean way of life.

Shamans, Housewives, and Other Restless Spirits - Laurel Kendall 1987-07-01 This exceptionally well-written book is good reading, not only for specialists but also for beginning students interested in women, Korean culture, and shamanism. Kendall maintains a closeness with and respect for her subject that keeps away the chill of academic distance and yet avoids sentimentality.

Cook Korean! - Robin Ha 2016 "Ha presents ... comics that fully illustrate all the steps and ingredients necessary for all 64 [Korean] recipes in a ... concise presentation (with no more than 2 pages per recipe on average). Recipes featured include easy kimchi (makkimchi), spicy bok choy (cheonggyeongche muchim), and seaweed rice roll (kimbap), among many other dishes"
Made in Korea-Sarah Suk 2021-05-18 Frankly in Love meets Shark Tank in this feel-good romantic comedy about two entrepreneurial Korean American teens who butt heads—and maybe fall in love—while running competing Korean beauty businesses at their high school. There’s nothing Valerie Kwon loves more than making a good sale. Together with her cousin Charlie, they run V&C K-BEAUTY, their school’s most successful student-run enterprise. With each sale, Valerie gets closer to taking her beloved and adventurous halmeoni to her dream city, Paris. Enter the new kid in class, Wes Jung, who is determined to pursue music after graduation despite his parents’ major disapproval. When his classmates clamor to buy the K-pop branded beauty products his mom gave him to “make new friends,” he sees an opportunity—one that may be the key to help him pay for the music school tuition he knows his parents won’t cover... What he doesn’t realize, though, is that he is now V&C K-BEAUTY’s biggest competitor. Stakes are high as Valerie and Wes try to outsell each other, make the most money, and take the throne for the best business in school—all while trying to resist the undeniable spark that’s crackling between them. From hiring spies to all-or-nothing bets, the competition is much more than either of them bargained for. But one thing is clear: only one Korean business can come out on top.

The Birth of Cool-Carl Tulloch 2016-01-28 It is broadly recognized that black style had a clear and profound influence on the history of dress in the twentieth century, with black
culture and fashion having long been defined as 'cool'. Yet despite this high profile, in-depth explorations of the culture and history of style and dress in the African diaspora are a relatively recent area of enquiry. The Birth of Cool asserts that 'cool' is seen as an arbiter of presence, and relates how both iconic and 'ordinary' black individuals and groups have marked out their lives through the styling of their bodies. Focusing on counter- and sub-cultural contexts, this book investigates the role of dress in the creation and assertion of black identity. From the gardenia corsage worn by Billie Holiday to the work-wear of female African-Jamaican market traders, through to the home-dressmaking of black Britons in the 1960s, and the meaning of a polo-neck jumper as depicted in a 1934 self-portrait by African-American artist Malvin Gray Johnson, this study looks at the ways in which the diaspora experience is expressed through self-image. Spanning the late nineteenth century to the modern day, the book draws on ready-made and homemade fashion, photographs, paintings and films, published and unpublished biographies and letters from Britain, Jamaica, South Africa, and the United States to consider how personal style statements reflect issues of racial and cultural difference. The Birth of Cool is a powerful exploration of how style and dress both initiate and confirm change, and the ways in which they expresses identity and resistance in black culture.

Crying in H Mart - Michelle Zauner 2021-04-20 NEW YORK TIMES BEST SELLER • A Best
From the indie rockstar of Japanese Breakfast fame, and author of the viral 2018 New Yorker essay that shares the title of this book, an unflinching, powerful memoir about growing up Korean American, losing her mother, and forging her own identity. In this exquisite story of family, food, grief, and endurance, Michelle Zauner proves herself far more than a dazzling singer, songwriter, and guitarist. With humor and heart, she tells of growing up one of the few Asian American kids at her school in Eugene, Oregon; of struggling with her mother's particular, high expectations of her; of a painful adolescence; of treasured months spent in her grandmother's tiny apartment in Seoul, where she and her mother would bond, late at night, over heaping plates of food. As she grew up, moving to the East Coast for college, finding work in the restaurant industry, and performing gigs with her fledgling band--and meeting the man who would become her husband--her Koreanness began to feel ever more distant, even as she found the life she wanted to live. It was her mother's diagnosis of terminal cancer, when Michelle was twenty-five, that forced a reckoning with her identity and brought her to reclaim the gifts of taste, language, and history her mother had given her. Vivacious and plainspoken, lyrical and honest, Zauner's voice is as radiantly alive on the page as it is onstage. Rich with intimate anecdotes that will resonate widely, and complete with family photos, Crying in H Mart is a book to cherish, share, and reread.
Archer's Quest - Linda Sue Park 2008 Twelve-year-old Kevin Kim helps Chu-mong, a legendary king of ancient Korea, return to his own time.

There's a Boy in the Girls' Bathroom - Louis Sachar 2011-06-01 The beloved bestseller from Newbery Medalist and National Book Award winner Louis Sachar (Holes), with a brand-new cover! “Give me a dollar or I’ll spit on you.” That’s Bradley Chalkers for you. He’s the oldest kid in the fifth grade. He tells enormous lies. He picks fights with girls, and the teachers say he has serious behavior problems. No one likes him—except Carla, the new school counselor. She thinks Bradley is sensitive and generous, and she even enjoys his far-fetched stories. Carla knows that Bradley could change, if only he weren’t afraid to try. But when you feel like the most hated kid in the whole school, believing in yourself can be the hardest thing in the world.

Adapt - Tim Harford 2011-05-10 In this groundbreaking book, Tim Harford, the Undercover Economist, shows us a new and inspiring approach to solving the most pressing problems in our lives. When faced with complex situations, we have all become accustomed to looking to our leaders to set out a plan of action and blaze a path to success. Harford argues that today's challenges simply cannot be tackled with ready-made solutions and expert opinion;
the world has become far too unpredictable and profoundly complex. Instead, we must adapt. Deftly weaving together psychology, evolutionary biology, anthropology, physics, and economics, along with the compelling story of hard-won lessons learned in the field, Harford makes a passionate case for the importance of adaptive trial and error in tackling issues such as climate change, poverty, and financial crises—as well as in fostering innovation and creativity in our business and personal lives. Taking us from corporate boardrooms to the deserts of Iraq, Adapt clearly explains the necessary ingredients for turning failure into success. It is a breakthrough handbook for surviving—and prospering—in our complex and ever-shifting world.

If I Had Your Face-Frances Cha 2020-04-21 A riveting debut novel set in contemporary Seoul, Korea, about four young women making their way in a world defined by impossible standards of beauty, after-hours room salons catering to wealthy men, ruthless social hierarchies, and K-pop mania “Powerful and provocative . . . a novel about female strength, spirit, resilience—and the solace that friendship can sometimes provide.”—The Washington Post NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Time • NPR • Esquire • Bustle • BBC • New York Post • InStyle

Kyuri is an achingly beautiful woman with a hard-won job at a Seoul “room salon,” an exclusive underground bar where she entertains businessmen while they drink. Though she prides herself on her cold, clear-eyed approach to life, an
impulsive mistake threatens her livelihood. Kyuri’s roommate, Miho, is a talented artist who grew up in an orphanage but won a scholarship to study art in New York. Returning to Korea after college, she finds herself in a precarious relationship with the heir to one of the country’s biggest conglomerates. Down the hall in their building lives Ara, a hairstylist whose two preoccupations sustain her: an obsession with a boy-band pop star, and a best friend who is saving up for the extreme plastic surgery that she hopes will change her life. And Wonna, one floor below, is a newlywed trying to have a baby that she and her husband have no idea how they can afford to raise in Korea’s brutal economy. Together, their stories tell a gripping tale at once unfamiliar and unmistakably universal, in which their tentative friendships may turn out to be the thing that ultimately saves them.

A Force So Swift - Kevin Peraino 2017-09-19 New York Times Book Review Editors' Choice • Winner of the 2018 Truman Book Award A gripping narrative of the Truman Administration's response to the fall of Nationalist China and the triumph of Mao Zedong's Communist forces in 1949--an extraordinary political revolution that continues to shape East Asian politics to this day. In the opening months of 1949, U.S. President Harry S. Truman found himself faced with a looming diplomatic catastrophe--"perhaps the greatest that this country has ever suffered," as the journalist Walter Lippmann put it. Throughout the spring and summer, Mao Zedong's Communist armies fanned out across mainland China,
annihilating the rival troops of America's one-time ally Chiang Kai-shek and taking control of Beijing, Shanghai, and other major cities. As Truman and his aides—including his shrewd, ruthless secretary of state, Dean Acheson—scrambled to formulate a response, they were forced to contend not only with Mao, but also with unrelenting political enemies at home. Over the course of this tumultuous year, Mao would fashion a new revolutionary government in Beijing, laying the foundation for the creation of modern China, while Chiang Kai-shek would flee to the island sanctuary of Taiwan. These events transformed American foreign policy—leading, ultimately, to decades of friction with Communist China, a long-standing U.S. commitment to Taiwan, and the subsequent wars in Korea and Vietnam.

Drawing on Chinese and Russian sources, as well as recently declassified CIA documents, Kevin Peraino tells the story of this remarkable year through the eyes of the key players, including Mao Zedong, President Truman, Secretary of State Acheson, Minnesota congressman Walter Judd, and Madame Chiang Kai-shek, the influential first lady of the Republic of China. Today, the legacy of 1949 is more relevant than ever to the relationships between China, the United States, and the rest of the world, as Beijing asserts its claims in the South China Sea and tensions endure between Taiwan and the mainland.

**Time Out Seoul**-Editors of Time Out 2011-11-08 Time Out Seoul helps travelers get the best out of the ever-changing South Korean metropolis. As well as covering visitor
essentials, this new guide offers detailed coverage of cultural highlights, shopping, and dining. From hiking and public baths to trendy shopping, Time Out has got you covered — experience the city like a native and avoid the obvious tourist traps. Time Out Seoul assists visitors in navigating the cultural and financial center of East Asia, whether one is seeking the arts (over 700 museums and 400 galleries), shopping (choices from Prada to flea markets), temples and shrines (five major palaces), or the best in Korean BBQ.

**Pachinko (National Book Award Finalist)**-Min Jin Lee 2017-02-07 A New York Times Top Ten Book of the Year and National Book Award finalist, Pachinko is an "extraordinary epic" of four generations of a poor Korean immigrant family as they fight to control their destiny in 20th-century Japan (San Francisco Chronicle). NEW YORK TIMES NOTABLE BOOK OF 2017 * A USA TODAY TOP TEN OF 2017 * JULY PICK FOR THE PBS NEWSHOUR-NEW YORK TIMES BOOK CLUB NOW READ THIS * FINALIST FOR THE 2018 DAYTON LITERARY PEACE PRIZE* WINNER OF THE MEDICI BOOK CLUB PRIZE Roxane Gay's Favorite Book of 2017, Washington Post NEW YORK TIMES BESTSELLER * #1 BOSTON GLOBE BESTSELLER * USA TODAY BESTSELLER * WALL STREET JOURNAL BESTSELLER * WASHINGTON POST BESTSELLER "There could only be a few winners, and a lot of losers. And yet we played on, because we had hope that we might be the lucky ones." In the early 1900s, teenaged Sunja, the adored daughter of a crippled fisherman, falls
for a wealthy stranger at the seashore near her home in Korea. He promises her the world, but when she discovers she is pregnant--and that her lover is married--she refuses to be bought. Instead, she accepts an offer of marriage from a gentle, sickly minister passing through on his way to Japan. But her decision to abandon her home, and to reject her son's powerful father, sets off a dramatic saga that will echo down through the generations. Richly told and profoundly moving, Pachinko is a story of love, sacrifice, ambition, and loyalty. From bustling street markets to the halls of Japan's finest universities to the pachinko parlors of the criminal underworld, Lee's complex and passionate characters--strong, stubborn women, devoted sisters and sons, fathers shaken by moral crisis--survive and thrive against the indifferent arc of history. *Includes reading group guide*

**Walk in Their Shoes**- Jim Ziolkowski 2013-09-17 Traces the inspirational story behind the creator of the service-oriented program dedicated to transforming inner-city communities by providing educational opportunities for at-risk children, chronicling the author's own transformation from a thrill-seeking corporate financer to a dedicated advocate.

**When You Trap a Tiger**- Tae Keller 2020-01-28 WINNER OF THE NEWBERY MEDAL • NEW YORK TIMES BESTSELLER WINNER OF THE ASIAN/PACIFIC AMERICAN AWARD
FOR CHILDREN'S LITERATURE Would you make a deal with a magical tiger? This uplifting story brings Korean folklore to life as a girl goes on a quest to unlock the power of stories and save her grandmother. Some stories refuse to stay bottled up... When Lily and her family move in with her sick grandmother, a magical tiger straight out of her halmoni's Korean folktales arrives, prompting Lily to unravel a secret family history. Long, long ago, Halmoni stole something from the tigers. Now they want it back. And when one of the tigers approaches Lily with a deal--return what her grandmother stole in exchange for Halmoni's health--Lily is tempted to agree. But deals with tigers are never what they seem! With the help of her sister and her new friend Ricky, Lily must find her voice...and the courage to face a tiger. Tae Keller, the award-winning author of The Science of Breakable Things, shares a sparkling tale about the power of stories and the magic of family. Think Walk Two Moons meets Where the Mountain Meets the Moon! "If stories were written in the stars ... this wondrous tale would be one of the brightest." --Booklist, Starred Review
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