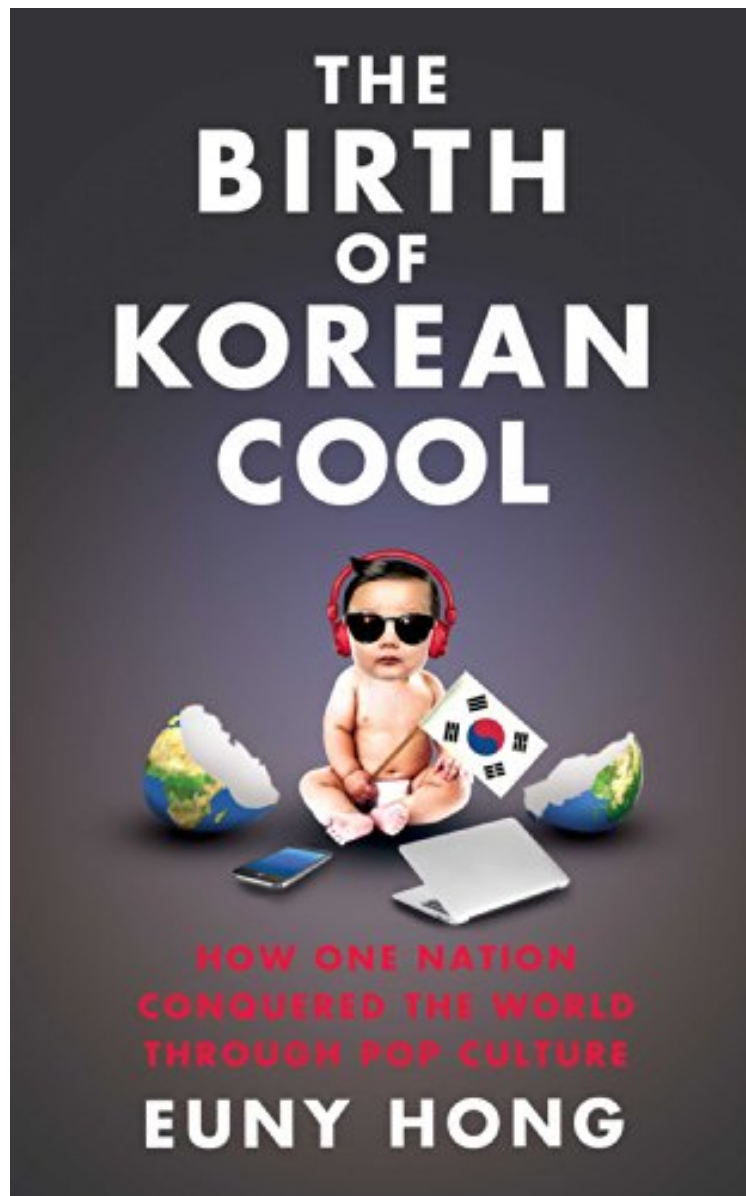


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The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture (English Edition)

Von Euny Hong

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Von Euny Hong : **The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture (English Edition)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Full of surprising insightsVon Sonja MeyerGreat read describing South Korea's transformation from a poor country in the 80s to the booming, prospering and trendy Korea of Psy, video games like Starcraft and Samsung as main competitor of Apple. I was very surprised to learn how much calculated government effort is behind all this, but also found that the author provides deep insights into the Korean psyche and society, which explain their success in many areas as well. For anyone interested in Korea or the Korean people, this is a highly recommendable read. The author has researched her subject well, talked to many government officials and industry experts and gives impressive facts and figures. Also she provides a very unique perspective because she lived in the USA throughout childhood, then moved back to South Korea as a teenager, so she definitely has all necessary first-hand experiences e.g. being a high-school student in Korea yet has maintained a somewhat distanced view on everything, making her an excellent teacher on Korean culture in terms people from the West can understand.0 von 0 Kunden fanden die folgende Rezension hilfreich. Lesenswert und wertvollVon KundeNach einem halben Jahr in Korea habe ich dieses Buch in China gekauft. Hong ist Kind koranischer Einwanderer in Amerika, als die Familie mit dem langsam beginnenden Wirtschaftsaufschwung nach Korea zurck kehrt hat das in Amerika sozialisierte Kind einen enormen Kulturschock. Mit groem Verstdnis fr beide Kulturen beschreibt sie mit groem Sprachwitz ihre Analysen. Fr jemanden aus westlichem Kulturkreis der Korea verstehen will gibt es wahrscheinlich kein besseres Buch0 von 0 Kunden fanden die folgende Rezension hilfreich. nice bookVon LiddyyanThis book gives you an overview of how South Korean popular culture is like. If you are interested in South Korea, it is well suggested.

KurzbeschreibungHow 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 Cooljournalist 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 Coolwill give readers exclusive insight into the inner workings of this extraordinary country; it's past, present and future.Pressestimmen"Full of insight and shocking facts, "The Birth Of Korean Cool" is a hilarious, gutsy, eye-opening account of Korean drive and success. I couldn't put it down. Euny Hong is a force of nature."--Amy Chua, Yale Law Professor and author of "The Triple Package "and "Battle Hymn of the Tiger Mother""If you're not fascinated by Korea yet, you damn well should be. The most innovative country on earth deserves a hilarious and poignant account on the order of Euny Hong's "The Birth of Korean Cool". Her phat beats got Gangnam Style and then some."--Gary Shteyngart "A funny, iconoclastic Korean-American journalist and author turns her skewering lens on her own culture....Hong gives a thoughtful, self-deprecating and sly analysis...A pleasing mix of Margaret Cho, Sarah Vowell and a pinch of Cory Doctorow."--"Kirkus s""If you're not fascinated by Korea yet, you damn well should be. The most innovative country on earth deserves a hilarious and poignant account on the order of Euny Hong's "The Birth of Korean Cool". Her phat beats got Gangnam Style and then some."--Gary Shteyngart"Full of insight and shocking facts, "The Birth Of Korean Cool" is a hilarious, gutsy, eye-opening account of Korean drive and success. I couldn't put it down. Euny Hong is a force of nature."--Amy Chua, Yale Law Professor and author of "The Triple Package "and "Battle Hymn of the Tiger Mother""A pleasing mix of Margaret Cho, Sarah Vowell and a pinch of Cory Doctorow."--"Kirkus s""An insightful book...[Hong's] brief chapter on Korea's han against Japan is both the best and most concise explanation I've read of the two countries' complicated and ancient feud."--"Bloomberg Businessweek""In her first book of nonfiction, Korean-American journalist Euny Hong playfully and insightfully dissects her native culture...there's much more to it than just 'Gangnam Style.'"--" Charleston City Paper""A pleasing mix of Margaret Cho, Sarah Vowell and a pinch of Cory Doctorow."--"Kirkus s""Hong is a funny and uber-snarky observer and is as clever as clever can be...[As] laugh-out-loud funny and as spicy and memorable as the best homemade kimchi."--"Library Journal""Full of insight and shocking facts, "The Birth Of Korean Cool" is a hilarious, gutsy, eye-opening account of Korean drive and success. I couldn't put it down. Euny Hong is a force of nature."--Amy Chua, Yale Law Professor and author of "The Triple Package "and "Battle Hymn of the Tiger Mother""If you're not fascinated by Korea yet, you damn well should be. The most innovative country on earth deserves a hilarious and poignant account on the order of Euny Hong's "The Birth of Korean Cool". Her phat beats got Gangnam Style and then some."--Gary Shteyngart"Incisive and humorous... An excellent case study of calculated entrepreneurial moxie."--"The New York Times Book ""Full of facts and entertaining to boot, it's definitely a gem."--"EntertainmentWeekly.com" "An insightful book...[Hong's] brief chapter on Korea's han against Japan is both the best

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A satisfying and thought-provoking book by a first-rate journalist whose style is irresistible and informative all at once."--"Pop Matters" (Nine out of Ten Stars)"It's Hong's voice, a funny, smart, often conflicted and witty combination of personal essay and observational journalism, which makes the book unique."--Clayton Moore, "Kirkus s""Being both an outsider and an insider, Hong is the perfect guide to explain South Korean culture."--"The Toronto Star""Hong is a funny and uber-snarky observer and is as clever as clever can be...[As] laugh-out-loud funny and as spicy and memorable as the best homemade kimchi."--"Library Journal""A pleasing mix of Margaret Cho, Sarah Vowell and a pinch of Cory Doctorow."--"Kirkus s""Full of insight and shocking facts, "The Birth Of Korean Cool" is a hilarious, gutsy, eye-opening account of Korean drive and success. I couldn't put it down. 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