



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

By EUNY HONG

Picador USA, United States, 2014. Paperback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. 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...



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