

# K-Book Trends

offers Korea's highly informative publishing content to those in the global publishing industry.

## 韩书趋势

《韩书趋势》海外有关人士提供时效性高的韩国出版内容。

# K-Book Trends

## 韩书趋势

2017. 08. Vol.3 Contents



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## Trends

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### The Online and Digital Marketing of South Korea's Publishing Industry

## Current status of online, digital marketing and actual cases

Previously, marketing related to publishing was all done in-store. The most effective way to manage this was to place materials where people would most go and where their eyes would focus most inside a store. However like all other industries in this day and age, offline channels are losing their effectiveness and book reviews, which were one of the most effective ways to market books in the past, are also losing their influence in line with printed materials. As B2B, B2C out-bound marketing tactics no longer work as they used to, everyone is now thinking about what to do about content marketing. The publishing industry is no exception.

The core of content marketing is to create materials that are interesting or of value to potential customers and have the customers seek them out first. The first step to this would be understanding the customer.

Written by Jeong-hwa Ryu (Head of Content)

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### Give customers the experience they want

People often say the reason they buy books is in order to gain information from the books or to discover a different world. However, people don't buy books just to gain knowledge or feel emotions. Many readers actually buy books to tell themselves they 'possess' this book. What is as important to the public as the content in the books is the experience from the purchase. After they have a book in hand, they wish to share the experience with

others. The perfect platform upon which to do this are social networking sites. By posting one line from a book or the title of a book, they can share their experiences with strangers or their acquaintances.

Publishing companies should step forth and take advantage of this wanting to share. The public is already accustomed to sharing things online but when it comes to books, they hesitate in sharing unless it is a well-

known author's book or a bestseller. Actually, the public is usually unaware of books that are neither of those things.

Then what should we do to sell relatively unknown books to the public? It's an easy answer but you need to inform them about the books. What's key is the next step: inform the public through content on books not yet published.

### **How to be discovered by consumers**

In the case of movies, they attract the interest of possible moviegoers even before the movie is on the screen through previews, character introductions, interviews and still cuts from the



The Last book store

movie. Thanks to these efforts, we naturally see the public sharing their experiences on social networking sites after watching the movies.

Books must also go this direction. Introducing stories of books through video content is one way to do it. If the book's content focuses on knowledge, you can urge the public to react to questions by asking them about facts inside the book, spurring curiosity.

If books are published after this content is made available, the public will have already shared that content online and start to form their own knowledge groups and communities upon buying the book. The following are a few examples that have seen success through this strategy.

### **Success cases in publishing marketing**

#### **Case 1. One line in a book, and Changbi**

A mobile application and Facebook page called 'A Line in a Book' were created around 2011 and 2012. In the early stages, all that was done was copy-pasting one or two lines from books onto those platforms. It was short and easy to access, but readers failed to show a special reaction to that content. What the public wanted was a story they might have already experienced, or could experience -- not just a random line from a book.

In 2014, 'A Line in a Book' caught onto this and started using flashcard-type posts that carried storylines. The result was a success. Readers started sharing this content amongst themselves

and sometimes, this resulted in a book topping bestseller lists years after it had been published.

Changbi is also another similar case where storylines played a crucial role in their publishing marketing. The publisher created its own radio channel to tell listeners about new releases and on its Facebook page, provided different types of content to spread interest and awareness in the name Changbi. With the release of the movie "Dongju", the publisher released poems by Dong-ju Yun as well as other poets published by Changbi. Recently it has been carrying out a similar campaign on its Facebook account for the upcoming publication of a book on feminism.

## Case 2. Podcasts and bookteasers

Podcasts and bookteasers are two other publishing marketing techniques that stress storylines or emotions through video and sound than just text from books, directly approaching readers. A leading podcast channel for books would be "Lee Dong-jin's Red Bookstore". Podcasts are popular among readers as they allow today's public to read books in a different way in their busy lives. Listeners can listen to books through podcasts as they would music. Also, for readers who have read books for a long time, podcasts also bring up memories of the past when other people used to read to them.

In the case of bookteasers, YES24 leads in this area. Before books are published, they provide video content for readers to boost interest in books before they are published - exactly like movie trailers.

### Case 3. Economics of a strange world

The marketing for *Economics of a Strange World* that was published in 2012 combined the best of the marketing techniques seen above. The publisher for this book created infographics for the book. These days, many publishers turn to infographics before a new book release, but at this time, there was no other infographic that whetted the curiosity of readers like this one. For example, it asked readers, "The money from an iPhone you purchased, where did that money go?" The facts below would tell readers the answer through a chart or graph.

They also created webtoons and book trailers. As readers can deduce from the title, the targeted readership of this book was limited, but the diverse content that went into marketing this book helped expand its reader base.

What really helped the book's popularity was Twitter marketing. The publishers realized the content of the book itself could be utilized, so they operated a Twitter bot to post tweets throughout the week. The first tweet saw over 500 retweets and nearly 4,000 prospective readers started following their account in the first month of the marketing process.

#### Case 4. Drama product placement

Books can become bestsellers through drama product placement. *The Miraculous Journey of Edward Tulane* kept firm on bestsellers lists for an extended period of time after it was featured in the Korean drama, *My Love From a Star*. It stayed there long after the drama ended. *One Stormy Night*, a story about the friendship between a wolf and a goat, and *La Vie Devant Soi* by French writer Emile Ajarnd received fresh attention after they were also featured in Korean television dramas.

One cautionary fact to note on product placement is that viewers can find the PPL distasteful if they believe the products appear out of nowhere. It is most effective when the books act as a foreshadowing mechanism or a tool to show the emotions or characteristics of those on the show.

#### Case 5. Social media flashcard news

The flashcard news format can be seen on Facebook in South Korea quite often. It is useful in the fact that viewers can quickly go through content, but much effort is required to fill the space with images where text can't, so at times, its effectiveness compared to the effort that is taken is questioned. However, those into book marketing should take a look at the Internet social networking accounts of 'Passionoil' that has used this format quite effectively. They use the flashcard format quite readily and with images and short sentences, they deliver the core message of books with 25 to 30 cards. They draw out the participation of Facebook users by delivering emotions rather than information.

## Korean publisher 1

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### Fresh! Fun! Creative! The Growth of South Korea's 'Genre Literature'

# Minumsa Publishing Group's Imprint "Golden Bough" Specializing in Genre Literature

Genre literature refers to novels that deal with a number of subjects, like horror, science fiction, chivalry, fear, mystery, fantasy and romance. Not only can they be read in physical books but in e-books and online series as well, making it easy for these genres to secure a fan base. In the case of online novels, it has acted as a driving force for genre literature and transformed into a gateway for budding novelists. Perhaps this is the reason why these works show much variety in subject matter and entertain readers with their fresh, creative content that sometimes throws messages at society. This month's 'Korea publisher' corner has sought out two publishers specializing in genre literature and spoke to them about the now and future of Korea's genre literature.

Written by Ji-hye Gwon

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Minumsa Publishing Group's genre literature-specific imprint Golden Bough was established in 1996 as a separate corporation. It has been broadening its territory on the country's literary scene by introducing diverse foreign works to Korean readers. Recently it has been making efforts in seeking out new Korean writers by creating an online novel platform called BritG (Brilliant Tales G).



A series of overseas genre novels published through Golden Bough

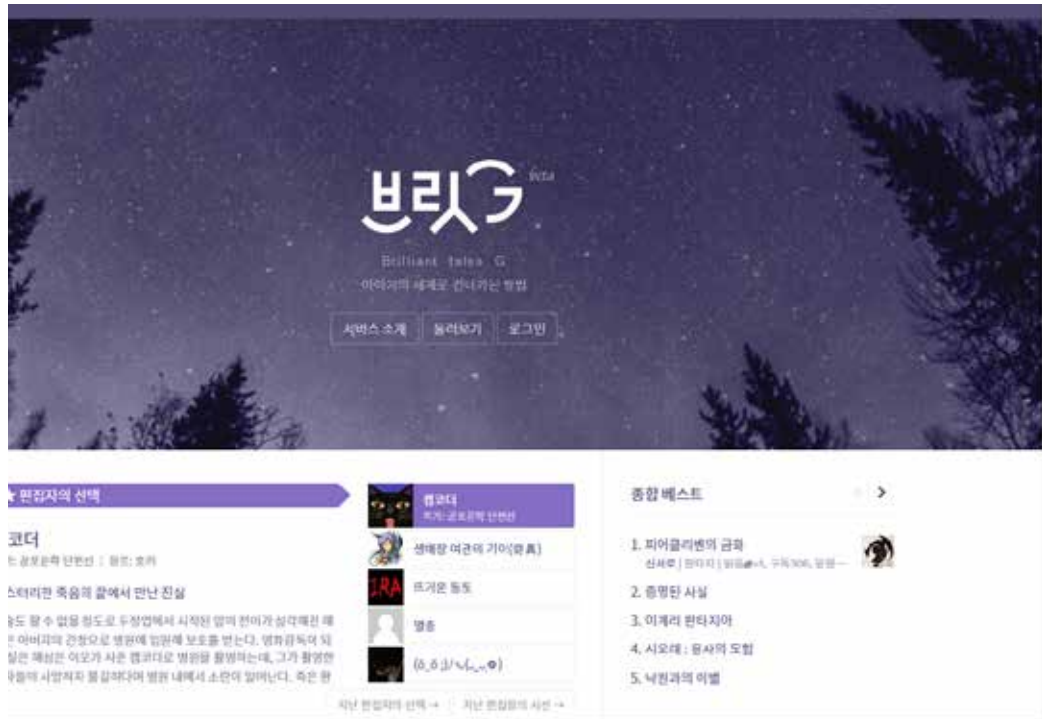
Golden Bough's most representative work is, with no doubt, Yeong-do Lee's *Dragon Raja*, which is also well-known outside South Korea. Lee has been called the master of genre literature in South Korea. For some readers of today who are accustomed to reading in both physical form and on digital platforms, they may find online genre novels a bit strange with their swift narrative focused on characters. They also might not be accustomed to experiencing the space between sentences or the sentimental value in paper books. Efforts to reduce that area of unfamiliarity by publishers go on today. The following is an interview with Jun-hyuk Kim at Golden Bough.

**Q. Please introduce Golden Bough for us.**

**A.** Golden Bough has imported many famous foreign genre novels into South Korea, but it also works to help writers here grow as well. In the case of foreign publications, we have the only contract here with Stephen King and for novels by Agatha Christie. Aside these we



A special hardcover collection to mark the 10th anniversary of *Dragon Raja* by Yeong-do Lee



Introduction to BritG (<https://britg.kr>)

have also published the Sherlock Holmes series as well as short stories by Arther Clarke. In 2015, we published Stephen King’s first mystery novel *Mr.Mercedes* and recently Pierce Brown’s *Red Rising* trilogy. I think it’s meaningful work that we do - that we get to introduce great books by great authors in South Korea.

We think much about how we can discover new genre writers in Korea. Early this year, after much preparation we launched our online novel platform ‘BritG’. It’s a place we created in order to find specialized authors in a certain genre. We are aware there are many websites for web novels. But what sets BritG apart is the fact that readers can leave reviews. Outside South Korea there are many critics and commentators for literary genres and that has helped their markets grow. The readers who take part in BritG can

leave their own reviews and also communicate directly with the authors. Also, the editors can read all the works on the website and sometimes find gems among them.

It's hard work for editors but recently we really found a gem among the works there. It's a novel called *The Gold of Piercliven* by a very good author with a very firm narrative, polished quality with a story that captivates readers that's good enough to be published both online and offline. We feel a massive sense of achievement when we are able to introduce good content for readers from both overseas and at home.


**Q. Any books from Golden Bough you would like to introduce for readers abroad?**

**A.** There are as many great novels in South Korea as there are overseas. Among them, there are a few I would like to recommend. Yeong-do Lee's *The Bird That Drinks Tears* was first published in 2003 and it's a series I can confidently say, "This is Korean fantasy." Also, Tae-hwan Hwang's *The House Where A Dwarf Lives* is a zombie novel that was introduced in our Million Seller series. This story nabbed a literary prize in our Zombie Apocalypse competition and tells the story of how desperate situations can force a man's true nature to surface. Lastly, I'd like to mention Min-young Kim's *Palantier*, which is the revised version of *Children of Okstakalniss* which was published in 1999. It is a game novel by Kim, who has much scientific knowledge. It's well known as one of South Korea's best-hidden gems but this was the first and last work of this author,

to the disappointment of many readers. Genre literature subjects vary among countries and the characteristics of readers that take the books in are different but the books just mentioned would be accepted well in any country.

**Q. Do you think South Korea's genre literature will ever hit the best seller lists abroad?**

**A.** The topics that are dealt with in South Korea's genre literature have evolved to a point where offshore readers now readily accept them compared to the past when all we had was stories on fantasy and chivalry. Talented authors who can stand nearly shoulder-to-shoulder with Yeong-do Lee are writing online novels, which are providing the basis upon which genre literature can grow. We're always open for foreign agencies who come looking for Korean genre literature. In hand with this, we need translators who have the courage to take on Korea's genre literature. We have high hopes for more good opportunities in the coming future.

 Minumsa Publishing Group : <http://minumsa.com/english>

## Korean publisher 2

### Fresh! Fun! Creative! The Growth of South Korea's 'Genre Literature'

# Sigongsa Media Group's Imprint "Black Forest" Specializing in Genre Literature

Genre literature refers to novels that deal with a number of subjects, like horror, science fiction, chivalry, fear, mystery, fantasy and romance. Not only can they be read in physical books but in e-books and online series as well, making it easy for these genres to secure a fan base. In the case of online novels, it has acted as a driving force for genre literature and transformed into a gateway for budding novelists. Perhaps this is the reason why these works show much variety in subject matter and entertain readers with their fresh, creative content that sometimes throws messages at society. This month's 'Korea publisher' corner has sought out two publishers specializing in genre literature and spoke to them about the now and future of Korea's genre literature.

Written by Ji-hye Gwon

Publisher Sigongsa's genre literature-specific imprint "Black Forest" was first created in 2011. As soon as it launched, "Black Forest" published *Boy's Life*, a novel by Robert McCammon. Following that, the publisher has continued to release diverse books from both inside and outside the country. Notable series the publisher has released include



*Killing Alice*

Japanese godfather of mysteries Rampo Edogawa's works, those by John Grisham, Ellery Queen's *The King Is Dead* and *The Finishing Stroke*, Yasumi Kobayashi's *Killing Alice*, Jean M. Auel's *The Clan of the Cave Bear*, Yu-jeong Jeong's *The Nights of Seven Years* and Josh Malerman's *Bird Box*. The following is an interview with Yun-hee Park at Black Forest.

**Q. Tell us of the road you have taken so far.**

**A.** Many of our books deal with mystery and sleuthing. It's because readers usually get hooked into these books -- once they start they can't stop, which is natural with the territory of this genre. In the case of finding new writers in the mystery genre, we look into publications from mystery writer associations and the short stories there within. Recently there are more diverse ways to find new writers including online novels and that helps.

In the case of foreign works, we usually deal with novels from the U.K., the United States and Japan, but recently we've begun publishing works from northern Europe. We select books with the thought in mind that we are readers too. The readers who love genre literature usually select books after carefully poring over reviews: what the book addresses, what the story is. As a result we always mull over what it is the fans really want. Nowadays there are readers who select books based on how aesthetically pleasing the books look on the cover, and we get many positive comments regarding our covers.

Q. What are some of the books you'd like to introduce to your offshore readers?

A. I'd like to introduce mystery books based on South Korea's history and culture. It's not natural to take a large interest in other countries' culture, but there are many fresh and fun books dealing with that subject matter. Writers in Korea take one line from history and expand it into an entire story. For example, Myeong-sup Chung's *The Cases of the Star World* takes place in Korea



*The Cases of the Star World*

in the early 20th century. It features fictional characters as well as non-fictional ones, adding to the realistic nature of the book.

Another novel that takes place in that point in history would be *Gyeongseong Detective Yi Sang* by Jae-hee Kim. It has been deemed a successful work of 'fact-ion' and developed into a successful series. Hyuk-gon Choi's *The Night of Two Men, Not Detectives* is also another good Korean thriller novel that takes place in Gwanghwamun, a popular tourist site here. Aside these, I'd like to mention the *Jingu* series by Jin-ki Do, who recently signed a contract with a Chinese publisher. *The Racing Researcher* by Si-woo Song who addresses human rights in his book is also said by critics to have broadened the horizon for Korean mystery novels.

Q. Do you think South Korea's genre literature will ever hit the best seller lists abroad?

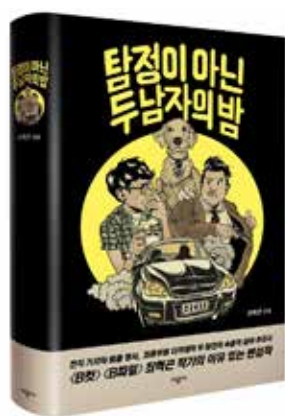
A. The direction Black Forest wishes to take is 'fun'. Readers want fun. Fun novels don't necessarily mean they have to be light in content. They can send deep messages while remaining true to their genres. These days you can easily find literature works that straddle traditional literature and non-contemporary genres as the latter tends to arouse interest in readers.

There are many literary genre books now in South Korea, but the diversity is still lacking compared to overseas markets. We

have fewer writers in general so there is a smaller chance readers will run into good books of literary genres. This is the reason why we struggle to introduce readers to new books. We feel once we see quantity of these works rise, we will see quality improve in turn. My hopes are high we will see a Korean bestseller overseas one day despite all of this, because of the potential Korean books have. We are keeping a close eye on online novels as we feel they are expanding the market.



*Gyeongseong Detective Yi Sang*



*The Night of Two Men, Not Detectives*

 Publisher Sigongsa : [www.sigongsa.com](http://www.sigongsa.com)

## Issue

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**K-Books Secure \$6.5 Million in Prospective Contracts in Vietnam**

# 2017 Korea Book Fair in Vietnam

South Korea's traveling book fair recently landed in Vietnam, where hallyu has been booming. The traveling book fair aims to support Korean books' exports overseas, boost copyright sales abroad and bolster the international competitiveness of Korean publishers. The following provides a look into the publishing exchanges between the two countries which marked 25 years of diplomatic ties this year.

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From July 26 to 27, the Korea Book Fair was held at the Lotte Hotel in Hanoi. This book fair, which was held in part by the cooperation of the Korea cultural center in Vietnam, achieved great success through seminars held for Korean and Vietnamese participants alike, addressing the publishing market in Vietnam and the publishing industry in South Korea.



The opening ceremony for the 2017 Korea Book Fair in Vietnam

Publishing officials and executives from both South Korea and Vietnam were present at the book fair's opening ceremony. "The potential in the exchanges between South Korea and Vietnam for the publishing industry are endless," the standing deputy chairman of Vietnam's publishing association, Hoàng Phong Hà, said. "This book fair has great meaning, being held on the 25th anniversary of diplomatic ties between South Koerea and Vietnam. Let's strengthen publishing exchanges and work towards growing workers by sharing publishing experiences," he went on to say.



A view of the fair



An ongoing seminar

It was the first Korean book fair to be held in Vietnam. From South Korea, 21 companies that publish physical books as well as e-books participated at the fair while 86 books were on display from 25 publishers that were not there in person. Also at the request of some Vietnamese businesses, South Korea's magazine association and Scoop were also at the fair with special booths. There was also a separate location where Vietnamese books were introduced to South Korean publishers, making cultural exchanges possible between the two countries.

This book fair also achieved \$6.5 million worth in possible future contracts through a business matching service provided there, all thanks to the interest from Vietnamese publishers who were at the fair venue from early morning, even before opening time. KL Management's CEO Joseph Lee said advance fees are yet low in Vietnam but long-term, it is a country worth investing in. "In Vietnam, they want a large variety of Korean books. With this book fair as a foothold, I hope publishing exchanges between the two countries become more active," he said. After the business matching services were complete, the books and magazines at the fair were donated to the cultural center.



A photograph commemorating a book donation event

## Export Trends

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Beautiful picture books completed with readers' imagination

# Ji-hyeon Lee's *Pool* and Picture Book Publishing Iyagikot

*Pool* is the first picture book that was created by author Ji-hyeon Lee. It is a book with detailed and beautiful illustrations that can easily be enjoyed by readers all around the world. Lee recently released *The Door* after finding success among readers with her first publication that stirred the imaginations of those globally. KPIPA conducted the following interview with Chang-sung Kim, the president of Iyagikot which published the two books.

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**KPIPA** Hello, thank you for agreeing to this interview. Could you introduce to us *Pool* and your company?

**Chang-sung Kim of Iyagikot** Iyagikot works to create new and beautiful picture books with writers who are true and have warm hearts so that all people, young and old, can understand each other through picture books and dream of a world where we can all share happiness and sadness in peace. Even if all other books in the world turn into e-books, I believe picture books will remain as they are in paper form so that people can touch and hug them, delivering warmth to readers.

We are a publishing company that aims to create picture books

이아기 kot



as art, rather than just books for children. We were founded in 2012 and published our first book in 2013. As of August 2017, we have released 22 picture books and aside from three of those, all of them have been books that were written and illustrated by Korean authors and artists. We received two special Ragazzi mentions in 2015 and 2017 for *A Dandelion is a Dandelion* and *The Tooth Hunter*. In 2015 we were awarded a Korean literary prize for *One Jujube* in the children and teens category and *Pool* received a gold medal for original art from the U.S. Society of Illustrators then. *Pool* was Lee's first work and it is a picture book without words, enabling readers to create their own story as they go.

**KPIPA** *Pool* has seen much success, gaining a contract from Chronicle Books in the U.S. as well as selling into Spain and other European countries. What has the overseas response been like?

**Kim** Upon seeing the book with its illustrations and no words, hence needing no translations, they enjoyed it. There were nodding

their heads with no separate explanations provided. The book's detailed and beautiful, thought-provoking illustrations especially seemed to capture the minds of European illustrators. At the 2016 Bologna Children's Book Fair, many European illustrators and publishing industry officials came to our booth and purchased our entire stock of some 50 copies, despite the book being available in English and Italian.



**KPIPA** We understand this book received an illustration award in 2015. Can you explain what kind of award it was and how Lee reacted when she heard the news?

**Kim** Every year, the U.S. Society of Illustrators selects three best works from all children's books published in the United States, regardless of whether they were originally written in the United States or overseas. They open an exhibit in the fall and this exhibit is participated by many publishing industry officials and

illustrators. It's a very big affair where artists and other people can mingle and make exchanges. Peter Sis, Quentin Blake and Kevin Hawkes are some of the globally renowned artists who have been recognized by this group. Among Korean artists, Hye-won Yeom received a prize for best new artist in 2010, Suzy Lee was awarded a gold medal in 2008 and Tae-eun Yoo also received a new artist award in 2007. Books by these three were all first published in the United States, however, and *Pool* is the only Korean work to have received an award for a translated book. (\* More details can be seen here in English: <http://www.societyillustrators.org/programs/original-art>)

Lee, when she heard the news, was very happy but at the same time worried her first work had received such a big prize, thinking she should be more careful and serious for her next book.



**KPIPA** Lee also released *The Door* in March. This book also features no words. Will this book be released overseas as well?

**Kim** *The Door* has already been agreed to be released in Greece and Italy. We are currently in talks with China and the United States (Chronicle) for possible contracts.



**KPIPA** Can you tell us about some of your plans for the future?

**Kim** Just last week, we published *If You Want to Eat Watermelon* written by Chang-sung Kim and illustrated by Yuri. Yuri the illustrator has worked on books like *The Pig Story* and *One Jujube*. We are also planning to publish *SEON-AH*, which tells the story of a young woman living in this generation where it is difficult to find jobs and there is gender-hate towards women. *SEON-AH* has received the New Talent Winner at the World Illustration Awards 2017, handed out by the Association of Illustrators based in England. (\* More details can be seen here in English: <http://www.theaoi.com/awards/winner-details.php?id=232>)

## Column 1

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### South Korea Book Exports

# Hye-yung Pyun Takes One Step Closer to Global Fame

Korean novelists are being continuously introduced abroad along with their top-notch work. Two novelists in particular, who already enjoy popularity in South Korea, are making their way into the global foray. They are Hye-yung Pyun and Jung-hyuk Kim. Pyun is known for her dry, meticulous sentences that show the dark underbelly of the mundane while Kim's work is sharp while upbeat.

Written by Joseph Lee, President of KL Management

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Short story *Caring for Plants* is featured in U.S.-renowned weekly magazine, *The New Yorker*

Hye-yung Pyun's short story *Caring for Plants* was recently featured in *The New Yorker*, a distinguished U.S. weekly that has a worldwide distribution of over 1 million copies, signaling the author's entry into the Western literary world.

(<http://www.newyorker.com/magazine/2017/07/10/caring-for-plants>)

The logo for The New Yorker magazine, featuring the words "THE NEW YORKER" in a classic serif font. The word "THE" is smaller and positioned above "NEW YORKER".

© The New Yorker Logo

Previously, only two Korean works had been featured in the magazine: Ko Un's poems and Mun-yol Yi's short stories. It is difficult for one's work to be published in *The New Yorker* and other authors from Europe are also aware of this.

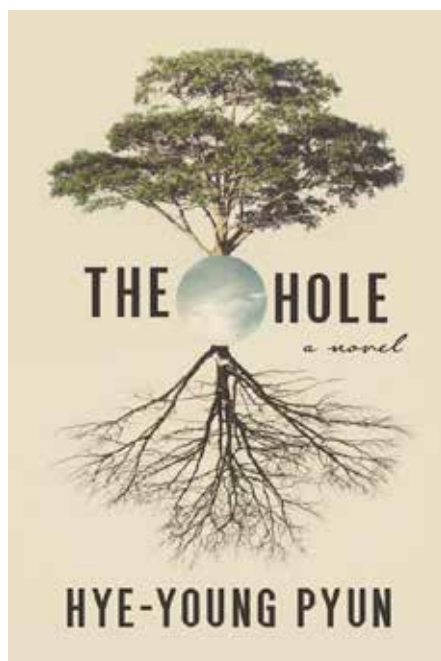
The image that was used with *Caring for Plants* in  
*The New Yorker*  
©Ina Jang for *The New Yorker*



### Novel *The Hole* is published by Arcade Publishing

Pyun's full-length novel *The Hole* was published on Aug. 1. Arcade Publishing was responsible for the release of Pyun's first work

translated into English from Korean. The novel is the longer novel version of *Caring for Plants* and tells the story of the main character, Oghi, whose life is turned upside-down by a car accident that kills his wife. Oghi's emotions are well expressed, even between the scenes in the book.



Cover Art for Pyun's *The Hole* published in the United States

Pyun's first novel, *Ashes and Red* will also be published in English in August next year under the same publisher.

### Jung-hyuk Kim's Novel Set to be Released in Germany

Jung-hyuk Kim's novel *Your Shadow Is a Monday* was recently sold into Germany. The story is about a 'deleter' and 'deleting' as the main character acquires the help of a detective to delete all the secrets of the world. The novel addresses the selfish and secretive urges that most people harbor inside and the story is told with a narrative that is unique to Kim, providing fun and enjoyment for readers. The novel has already been translated and published in France, and is also scheduled to be published in Vietnam and China in the future.



Kim's Korean language cover for  
*Your Shadow Is a Monday*  
© Moonji Publishing Co

## Column 2

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### Jumping Beyond Korea and into the World

## South Korea's 'Genre Literature'

It is a pity but before the 1990s South Korea did not have the basis for 'genre literature.' It was, perhaps, due to the situation of the country where there was no room for people to laugh and cry over various works or at times, fall into imaginary worlds beyond their dreams. The biggest reason was due to the fact the country lacked pop culture that could be loved and adored by the public following the military rule of Japan and the Korean War.

Written by Sang-min Sung (A culture commentator, columnist)

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### The history of South Korea's 'genre literature'

'Genre literature' in South Korea has recently been readying its wings to fly after going through many ups and downs for years. The beginning of literary genres in South Korea can be traced back to the mid-to-late 1990s when the Internet took off in South Korea. The Internet provided a place where users could fully express themselves at a time when there were not many opportunities to do so.

Works representative of South Korea's fantasy genre like Yeong-do Lee's *Dragon Raja* and Min-hee Jeon's *Children of the Rune* were able to take flight thanks to the Internet. As works like these started

gaining in popularity, many other aspiring writers rushed to the Internet and some of them became professional writers later.

The Internet services that were used then have been long replaced by others now, but the new Internet spaces that have emerged still remain places where those dreaming to be writers can express themselves. Eun-gwol Jung's *The Days of Sungkyunkwan Scholars* and Baekmyo's *Cinderella and Her Four Knights* that represent South Korea's romance novels are examples of works from the early 2000s when the first-generation Internet was being replaced by another.

### The writers that lead Korea's 'genre literature'

After then, South Korea's 'genre literature' has been showing steady progress, even if it may be slower than the days of *Dragon Raja*. Readers have begun to take interest like genres like science fiction, horror and mysteries that were in the past, comparatively less popular compared to conventional literary genres like fantasy and romances. Writers in the past used to say South Korea has less than 1,000 science fiction readers, but currently, the genre has seen a number of new authors that enjoy widespread popularity as well as die-hard fans.

Authors like Myung-hoon Bae, known for his works like *The Tower* and other books of satire, and former newspaper journalist Kangmyoung Chang who writes for a number of mediums about different genres are two of these. Bo-young Kim is also

another science fiction writer who is now gaining attention through phenomenal and dreamy science fiction novels. Kim also participated in writing up the first draft script of South Korean film director Joon-ho Bong's "Snowpiercer".

Another author of interest is DJUNA, a mysterious author who debuted as a film critic in the late 1990s and has also been working as a science writer. Despite this author's lengthy work history, no one has any personal information about DJUNA, who has a strong fan base and influence on social media. DJUNA has published nine science fiction novels including *The Bloody Battle on the Broccoli Plain* and *Not God Yet*.

Horror is yet another genre in which some writers have gained fame, even more so compared to science fiction although the attention it receives is still far less compared to romance novels. Jong-ho Lee, who penned the original works for movies "Bunshinsaba" and "Muoi" is one of them. Jin-oh Shin, who authored the novel that became the movie "The Chosen: Forbidden Cave" also gained popularity by combining cultural fear elements from East Asia including Korea in his work. There are also writers like Jong-il Kim whose books grip readers with fear through thoroughly violent and palm-sweating narratives in books like *The Body* and *Samakdo*. South Korea's mystery genre has had few success stories after Sung-jong Kim's *The Last Witness* but Jin-ki Do is currently trying to change that with unique stories that were previously hard to see in South Korean novels, thanks to his background as a judge and lawyer.

## Possibilities spied through the success of the magazine, *Mysteria*

A bimonthly magazine called *Mysteria* published by Elixir of publishing house Munhakdongne has shown ‘genre literature’ has the potential to grow in South Korea ever since it was made available in July 2015. The magazine marks over 10,000 copies in sales with every publication and it has dealt readers and publishers alike a fresh blow as many literary magazines before it had ceased to exist or were in the process of being discontinued due to South Korea being considered a ‘barren land’ for literary genres.

The success of *Mysteria* has blown all those doubts away and rather shown readers in South Korea are thirsty for more. The reason why sales of ‘genre literature’ had been soft in South Korea was the fact that there had been few books worth reading, rather than low demand in general. It showed readers were willing to open their wallets without hesitation and give their money to publishers once they had found something they wanted to read -- something that fulfilled their needs.

## Beyond Korea and Into the World

While ‘genre literature’ is expanding its strength in South Korea’s literary market, it is also gaining offshore attention, leaping beyond the borders of South Korea. The fantasy genre has been the most successful in doing so. Yeong-do Lee’s *Dragon Raja* was

first exported to Japan in 2005 and has sold over 400,000 copies, showing South Korean literature can do well out of the country. *Children of the Rune* by Min-hee Jeon was also called the most-sold novel in Japan in 2013 by the Korea cultural center in Tokyo, supporting the fact that the novels had more than enough to content readers outside the country.

South Korea's literary success has not stopped at fantasy. Guiyeoni's romance novels were exported more quickly to countries in Asia like China, Japan, Taiwan and Thailand ahead of *Dragon Raja* and saw some \$30,000 in copyright profits. Jin-ki Do's mystery novels were also recently sold into China.

Those working in the science fiction genre have also been making efforts to take South Korean books out of the country. Thanks to the cooperation of public and private companies, a collective publication of science fiction works is slated to be published in the United States in 2018. It will combine works by professional science fiction writers as well as authors like Min-kyu Park and Yi-hyung Yoon who are traditionally writers of different genres. It will also include posthumous works by those like In-hoon Choi, known for *Typhoon*. The collection aims to secure the attention of readers in the United States, where science fiction originated. While South Korea is shifting from the barren land of 'genre literature' into a new settlement for fiction, efforts are also being made continuously to forge into new countries.

## Book Summary

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# Export Prospects of Korean Books

## KPIPA's Choice for Supporting Abstract · Sample Translation

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### *It's Because...*

#### 1. Publication Details

Imprint | Bearbook  
 Title | It's Because...  
 Author | Bonsoir Lune  
 Format | 26.5\*23.5  
 Binding | Hardcover  
 Pages | 52pages  
 ISBN | 979-11-5836-028-3

#### 3. Selling Points

- ★ 2017 New Release
  - ★ Ranked as top 5 list during 8 weeks
- A child who is interested about everything in the world  
 + A mother who nurtures the curiosity of her child.

#### 4. About the Author / Illustrator

Majoring in visual design, she studied illustration in England. She is the author of Watermelon Swimming Pool, and Grandma's Summer Vacation. With Grandma's Summer Vacation, she received the 57th Korea Book Awards.

#### 2. Contact

Name | Choi, Hyun K.  
 Phone | +82-2-332-2672  
 Email | bear@bearbooks.co.kr  
 URL | www.bearbooks.co.kr



Her lovely nostalgic drawings, and her fascinating stories are enjoyed by both children and adults.

## 5. About the Book

Magical imagination that transforms ordinary events into fantasies!  
Summer shower falls in a small village by the sea. The mother has come to pick up her child from preschool. The child who is always curious starts to ask questions. "Mom, why does it rain?" The mother replies, "It's because the birds are crying in the sky." The endless 'whys' of the child, and the kind and creative replies of the mother play together to light up a full pallet of imagination, and before you know it, the ordinary walk back home becomes a fascinating journey.

**KEYWORD** Imagination, Family, Communication, Questions, Curiosity

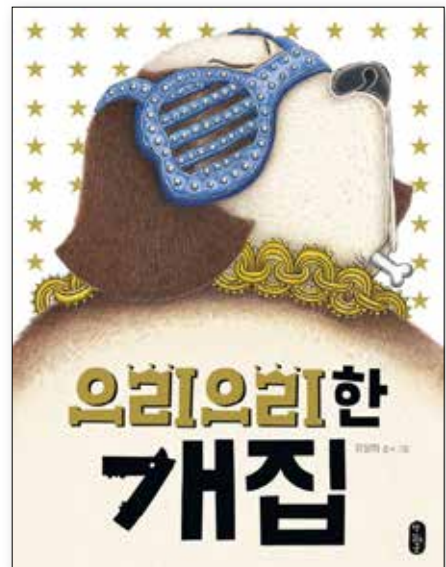
## *Dog's Mansion*

### 1. Publication Details

Imprint | Bearbook  
Title | Dog's Mansion Author  
Author | Yoo, Seol-Hwa  
Format | 26.5\*23.5  
Binding | Hardcover  
Pages | 40pages  
ISBN | 979-11-5836-028-3

### 2. Contact

Name | Choi, Hyun K.  
Phone | +82-2-332-2672  
Email | bear@bearbooks.co.kr  
URL | www.bearbooks.co.kr



### 3. Selling Points

- ★ Ranked as top 10 list for 8 weeks
  - ★ Keyword: Family, Happiness, Empathy, Animal Welfare
- Foreign publication rights: China, Taiwan  
Ranked as top 10 on the toddler's book list for 8 consecutive weeks after its publication

### 4. About the Author

Born in Incheon, the author currently lives in Seoul with her husband feeding street cats. For numerous years she has drawn for children's book of various genres and has expanded her spectrum. *Super Turtle* has received the

accolade as a must read book of the 'One Book, One Library campaign of Seoul, 'Gyeongnam Dokseo Hanmadang', and 'Sejong Doseo'. She has authored *Super Turtle*, *Dog's Mansion*, and has drawn in many children's books.

## 5. About the Book

Following Dawdles, the super turtle who beat the rabbit, super rich Woofs has arrived!

A splendid picture book that highlights the values of family and happiness! As a cute little puppy, Woofs received all the love of his family. However, as Woofs ages over time, his family abandons him at a seashore. Losing all faith in men, Woofs begins to save his money and becomes a millionaire with an astonishing mansion. However, Woofs soon becomes lonely living alone and decides to rent the upper floor. Through the constant affection and interest from Gun and his family, Woofs' hardened heart begins to melt.

A heartwarming picture book that teaches the values of family and happiness.

## MUTE

### 1. Publication Details

Imprint | atnoon books

Title | MUTE

Author | Cha Jae Hyuk

Illustrator | Choi Eun Young

Format | 228\*294

Binding | Hardcover

Pages | 32pages

ISBN | 979-11-9521-616-1 (1195216165)

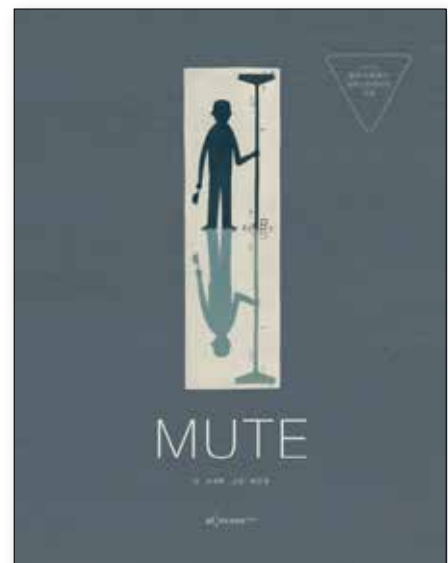
### 2. Contact

Name | Jeong Mi Jin

Phone | +82 010-4880-8215

Email | atnoonbooks@naver.com

URL | <http://www.atnoonstudio.net>



### 3. Selling Points

Assuming the conversation is something that can be touched, not heard, I wanted to make a book showing how people communicate with each other. And through that process, I was also curious how people would handle the communications that kept piling up. By the end of a noisy day, I hope together with this book, you enjoy a true resting time, just as Mr. Mute does.

#### 4. About the Author / Illustrator

Author | Cha, Jae Hyuk

Thinking how many words were tossed and how heavy the words were.

Which of the words dropped in front of me should be cleaned to rest peacefully?

Illustrator | Choi, Eun Young

Drawings drawn with intensive fight against the circumstance during the winter.

Those times were bounded to form a book. Perhaps, every time I look at this book, the difficult winter will be remembered.

#### 5. About the Book

All the 'sound' you walk into everyday

If there's someone cleaning all that 'sound'?

The day of Mr. 'Mute' cleaning the world full of sounds

End of the busy and noisy day

the silence that welcomes you

The true time of rest, 'mute'

### *I Want to Be a Dorikang (Selmina's Special Mission Series 1)*

#### 1. Publication Details

Imprint | Nurimbo

Title | I Want to Be a Dorikang

(Selmina's Special Mission Series 1)

Author | Yoon, Jane

Illustrator | Oh, Seung Min

Format | Hardcover

Binding | 199\*278

Pages | 44pages

ISBN | 978-89-5876-150-1

#### 2. Contact

Name | Jung, Min-jae

Phone | +82-10-6723-5986

Email | Nurimbo\_pub@naver.com

URL | www.nurimbo.co.kr



#### 3. About the Author / Illustrator

Author | Yoon Jane

Yoon Jane debuted with the short story In Search of a Box at the 1992 Dong-A Ilbo Spring Literary Contest. Yoon's authored works include Uncle Chanda, Minarella, Seoul, Granfather's Clock, Grandma's Baby, and Guest.

Illustrator | Oh Seung Min

Hide-and-Seek, illustrated by Oh Seung Min, received the Encouragement Prize at the 2004 NOMA Concours for Picture Book Illustrations. In 2009, Grasshopper Song was included in the Korean Illustrators Exhibition at the Bologna Children's Book Fair. Oh's works appear in original illustrated books including Uncle Chanda, The Day Big Grandpa Came, Mom the Tiger Rider, Tettlewort Flower, No Parking, The Island of Sea Lion, Seoul, The Black Plastic Bag and the Alien Selmina picture book series (5 Volumes).

#### **4. About the Book**

Alien Selmina's Special Mission Series, Volume 1

First grader Mina introduces herself to Youngjae as Selmina from Saturn. Imaginative Mina enjoys plays on words in an alien language that she creates herself, and this amuses Youngjae. Youngjae is a sensitive boy and is enthusiastic about Mina's alien game. The two of them become best friends.

Alien Selmina's Special Mission series is a set of picture books targeting children age 5 through 2nd grade. Each volume deals with a different theme from a child's perspective, including friendship and love, accepting differences, courage, consideration, and reconciliation.

As soon as I complete my special mission, I will return to Saturn!

Youngjae's parents are busy running a store. They rely on Youngjae to look after his three-year-old sister Eunji. Youngjae's mother refuses to buy him a bicycle, because only if he continues to ride a tricycle, like a baby, can he take care of Eunji in the back seat.

Youngjae is upset that he cannot play with his friends because he has to look after his sister.

One day, Youngjae meets Selmina. Selmina introduces herself as an alien from Saturn. Youngjae is now the only person on earth who knows alien Selmina's secret.

Selmina says she has a mission she must accomplish on earth, and that she will return to Saturn immediately after its completion. What is this special mission? It is to become a dorikang. In earth speak, she wants to become an idol singer!

Selmina declares that she will be a dorikang at the talent show on Parents' Day. Youngjae and Selmina work hard preparing their song and dance number. As the talent show draws near, Youngjae becomes increasingly anxious. Will Selmina really return to her planet? Does she have to leave as soon as she completes her mission?

A game of alien language for two Alien Selmina has a remarkable ability. She can translate any word into the language of Saturn.

A tricycle is a kokomangae, clapping is püksal, a baby bottle is a holaling, a dummy is a swing, a swing is a mitalpin, a fool who is not a dummy is a hat, and a homeroom teacher is a papani.

The secret language that only the two of them understand forms a tight bond between Youngjae and Selmina. At the bright age of eight, Youngjae and Selmina's friendship blossoms.

## *Women, Make or Break Your Life in Your Twenties*

### 1. Publication Details

Imprint | HAINAIM  
Title | Women, Make or Break Your Life in Your Twenties  
Author | Nam in-sook  
Format | 145\*210  
Binding | Softcover  
Pages | 264pages  
ISBN | 978-89-6574-476-4

### 2. Contact

Name | Song Young suk  
Phone | +82-02-326-1600  
Email | hainaim@naver.com  
URL | www.hainaim.com

### 3. Selling Points

Women in your twenties, a quarter of your life is over! Will you give yourself a dramatic makeover, or will you stay as you are? This book offers you the only way for you to live a happier, richer, and healthier life.

### 4. About the Author

This is an upgraded version of the third edition of Women, Make or Break Your Life in Your Twenties, the bestseller that met with popular response among Asian readers and sold over 3.8 million copies. in-sook Nam, the author, who had opportunities to meet a wide range of women in her career as a screenwriter, scenarist, and freelance writer, noticed what women who led happy lives had in common, and found a way for women all over the world to apply it to their own lives.



## 5. About the Book

This book, which reveals the how-to of living a happy, successful life, has been published in China, Taiwan, Vietnam, Thailand, and Mongolia, since its first publication in 2004. Since the publication of the first revised edition in 2009, the book has been added upon, and this new edition includes how to establish values and act accordingly in a digital environment, especially for readers in their twenties who make high use of smart phones and social network services.

The keyword to happiness which the author, in her early thirties when the book was first published, found was “materialism,” or the idea that you should choose what is the most advantageous to you, and bring you the least regret, when you are faced with important and complicated decisions in life. To women who are used to a passive attitude toward life and accept whatever life throws at them, the author suggests becoming a lovable egoist, and presents 38 examples through which women in their twenties can change their lives for the better. The guidelines presented by the author, based on practical thinking and wise self-love, that can be followed in everyday life, have persuaded many readers to follow suit.

The book, made up of nine chapters in all, is full of specific suggestions: become a materialist in your twenties; discard delusions of happiness; start managing your environment; invest to change your destiny, realize the powers of positive thinking; establish your ideas on money; think about your choices regarding marriage. It helps you reflect on yourself, to see if you aren't living with an attitude of resignation, thinking, “I don't really have a choice”; it offers realistic advice on relationships and how to manage the people in your life; and deals with main interests of women, such as how to “use marriage to make dreams come true,” as one of the titles says. In all, the book tells you how to be happy in your twenties, when you have the most time and opportunities, and continue being happy in your thirties.

The book, starting with a message to women in their twenties, who are trying to set a course for their life with only vague dreams and goals, telling them to face up to life and see exactly where they stand, will serve as a wise guide for those who want to go beyond the difficulties of everyday life, as well as an uncertain future, and find a direction in life.

## No harms

### 1. Publication Details

Imprint | atnoon books  
Title | No harms  
Author | Jung, Mi Jin  
Illustrator | Sprout-bud  
Format | 174\*245  
Binding | Softcover  
Pages | 200pages  
ISBN | 979-11-9521-615-4(1195216157)

### 2. Contact

Name | Jeong Mi Jin  
Phone | +82 010-4880-8215  
Email | atnoonbooks@naver.com  
URL | <http://www.atnoonstudio.net>

### 3. Selling Points

Can we successfully 'survive'?

Lately, a question of 'Can we successfully survive' comes to mind often. Because of the rapidly deteriorating environment, increasingly brutal crime, while walking, going to the bathroom, on the ship for the travel, we constantly suffer the threat of death.

We constantly feel afraid of getting harmed from someone in this poor surrounding and constant competition. Conversely, sometimes we are cornered in a situation to harm someone else in exchange of survival. Dignity as a human being is hard to keep in this generation.

Can't we survive if we harm nothing?

Main characters Suhan and Yieun, who call themselves herbivore, struggle to find a way to live in this world, symbolized as a 'carnivore-world', without harming anything.

Their survival skills are timid and immature. Sometimes they are left behind from the competition. They blame themselves and get discouraged when that happens.

But these herbivores survive using their own style.

These skills of theirs will be used to think about the 'co-existence' with the neighbors, the environment and the animals.

### 4. About the Author / Illustrator

Author | Working as a scenario writer. Recently thought a lot about living peacefully and securely. 'Hey there', 'Clipped nail', 'Good night, Coco', 'Resting point', 'Bone' are the other books written by her.



Illustrator | Sprout-bud

Who loves natural food and dreams to live the life like the nature yet still a city dweller.

She/He continues to draw with the power of bud sprouting optimism, even with the lack of sunshine and the shaking land. The first harvest in life of drawing is 'No harms.'

## **5. About the Book**

We don't harm anyone. We are herbivores.

A herbivore man Suhan and a herbivore woman Yieun, residents of a building. The difficult process of their running from the carnivorous world, dreaming of their own refuge and their struggle to find it. Newly-coined words 'herbivorous man, herbivorous woman' appeared sometime. These new species of human race aim for minimal consumption instead of greed and for valuable life.

But if you look closely, it's not just all about bohemian romances. Sometimes you get pushed off from the dangerous carnivorous world and so it leads you to be a herbivore. Desire to fulfil the dream, desire to own, desire to love. Desire-emasculated feeble youth in front of the infinite struggle for existence. Sending them a word of support.

## Publishing Industry

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### South Korea's publishing industry

# South Korea's digital publishing industry

Foreign publishing industry officials interested in South Korea should focus on digital publishing, where anyone can become an author and readers can access books anywhere at any time. In South Korea, the market for web novels and webtoons is growing at a fast pace due to these facts.

Written by Won-keun Baek (President of Books & Society Research Institute)

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### Firm growth in South Korea's digital publishing

In contrast to South Korea's lagging book sales, the country's digital publishing industry has been marking steady growth. According to a contents industry survey conducted by the country's culture ministry in 2016, production of digital publishing for the Internet and mobile phones recorded 255.5 billion won in profits and soared 12.4 percent over a year earlier. Services in digital publishing for the Internet and mobile phones also showed the same trend, jumping 17.3 percent on-year and showing a market size of an annual 181.6 billion won.

Also, according to another survey carried out by KPIPA in 2016,

the 17 e-book distributors saw 125.8 billion won in profits, up 25.4 percent from a year earlier. Internet novels accounted for 33.3 billion won, or 26.5 percent of that, and genre literature excluding web novels (romances, fantasy, chivalry) accounted for 45.6 percent, or 57.4 billion won. Regular books accounted for 27.9 percent, or 35.1 billion won. The report from KPIPA said when including web portal operators like Naver and other companies who did not participate in the survey, South Korea's e-book market is estimated to be worth over 150 billion won. DNC Media was the first company to be listed on the country's stock exchange on Aug. 1 among web novel publishers. Their profits have been rising an average 44.2 percent every year. In 2014, the company recorded profits at 9.1 billion won, which grew to 18.9 billion won in 2016.

### **Web novels and webtoons reign**

Completed e-books based on books that are already published in physical form by conventional publishers are usually sold through Internet bookstores but growth there has been slow. The popularity of paper books is directly connected to sales for e-books. On the other hand, web novels and other stories that are serially uploaded via Internet web portal operators or IT companies like Naver or Kakao have been massively collecting paying customers. The same goes for Munpia, a writer-based paid-for platform. Among paid-for contents online, romance novels and risque content for adults are most popular. The growth of the e-book industry also means

the expansion of reader and writer bases. For example, Naver's web novel Challenge League, where anyone can participate, has nearly 190,000 participants.

A sector that has proved even more popular than web novels has been webtoons. A report from the KT Economics and Management Research Center showed the webtoon market in South Korea was worth 580 billion won in 2016 and was forecast to grow over 1 trillion won by the year 2020. South Korean companies like NHN Comico have already dominated the world's webtoon market through global platforms and Naver's webtoons see 6 million unique users log on for content viewing. Per month, 35 million people from around the world read Naver webtoons. Kakao Page's webtoons and web novels raked in roughly 100 billion won in profit last year with 9.5 million members. Naver's profits from webtoons and web novels stood at 46.7 billion won in 2016.

### **Paper book publishers react to market change**

The Achilles' heel for South Korea's digital publishing industry is that the link between it and conventional physical book publishers is weak. This is due to the failure of publishers in adapting to the fast changing pace of today's digital content environment, as well as their low capital and response tactics. Globally, entertaining content like romance novels and comics have been leading the e-book market rather than educational databases, but South Korean publishers have given up their lead to web platform

companies. These new companies are now holding the reins in production and distribution of e-book content by providing a link between the content and readers. From the viewpoint of many conventional publishers, the recent digital publishing growth is a party with essentially nothing for them to enjoy.

Some publishers have responded to this change by creating their own platforms. Woongjin ThinkBig's 'Woongjin Book Club' and Changbi's 'Siyoil' are examples. Woongjin Book Club has combined all the content from Woongjin's respective imprints, including children's books, and is now providing a monthly paid-for service where readers can view books on tablet PCs. The latter has decided to play to its strengths, signaling growth by making poetry available online with the help of other publishers. They have decided to use a tactic where a shared platform can be used by readers who can choose from different subjects.

South Korea's publishing industry is now expanding the reading environment while letting paid-for services take root, eventually leading to a bigger publishing market. Companies are achieving this by differentiating themselves from massive content platform firms while others are working together with them. Creating an attractive content platform in a digital network environment while securing diverse networks will be a good way to guarantee the survival of publishers.

## Best Seller

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Aggregate data as of the first week of August

# South Korea's August Bestsellers

Written by Hyun-jung Kim (Kyobo Bookstore Brand Management Team)

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### Top-sellers continue to dominate

Japanese author Haruki Murakami's *Killing Commendatore* topped South Korea's bestseller list for a fourth consecutive week, flaunting its popularity among Korean readers. Kiju Lee's *Temperature of Language* and Nam-joo Jo's *Ji-young Kim Born in '82* continued to enjoy their spots among the top 15 with no big changes. *Lessons in Latin*, a liberal arts book that dissects Latin snagged a place within the top 10 after seeing a fresh drive in popularity.

## TV programs lend a boost

Some books have been riding the coattails of liberal arts television programs that recently ended. Thanks to the popularity some of these shows had, books like *The Way Things Work Now* climbed three places to 14th while Carl Sagan's *Cosmos* found itself in 20th place on the bestseller list. *Cosmos* had jumped 15 spots from the previous week as it was mentioned on a number of television shows in South Korea. The book found more demand on top of its long-running popularity thanks to the summer holiday season.

## Focus on the president's reading list

*Myeonggyeonmanri*, a book series read by South Korean President Moon Jae-in during his summer holiday has seen explosive demand from Korean readers after the president recommended it on his Facebook account. A comparison in sales of the book, written by the creators of KBS' television program of the same name, before and after Moon's recommendation shows demand spiked among men in their 40s and older.

\* Comparison of reader gender/age for *Myeongyeongmanri* before and after Moon's recommendation

Before				After			
Age	Men	Women	Total	Age	Men	Women	Total
Under 20	0.0%	0.0%	0.0%	Under 20	0.2%	0.1%	0.3%
20s	6.1%	11.8%	18.0%	20s	5.4%	6.6%	11.9%
30s	12.7%	14.7%	27.3%	30s	13.8%	13.6%	27.4%
40s	16.3%	13.1%	29.4%	40s	17.8%	14.7%	32.5%
50s	14.7%	5.7%	20.4%	50s	15.1%	6.1%	21.2%
60 and older	4.9%	0.0%	4.9%	60 and older	5.8%	0.9%	6.8%
Total	54.7%	45.3%	100%	Total	58.1%	41.9%	100.0%

<South Korean Top 15 Bestsellers, Jul 2017>

No.	Title	Author	Publisher	Genre
1	<i>Killing Commendatore 1</i>	Haruki Murakami	Munhakdongne	Novel
2	<i>Temperature of Language</i>	Kiju Lee	Malgeulteo	Essay
3	<i>Ji-young Kim Born in '82</i>	Nam-joo Jo	Minumsa	Novel
4	<i>Only Two</i>	Young-ha Kim	Munhakdongne	Novel
5	<i>Dignity of Words</i>	Kiju Lee	Hwangso Books	Humanities
6	<i>I'm Glad I'm Living Like Bonobono</i>	Shin-hoe Kim	Nol	Essay
7	<i>Slumber 1</i>	Bernard Werber	Open Books	Novel
8	<i>A Lesson in Self-Esteem</i>	Hong-gyun Yoon	Simple Life	Self-development
9	<i>Miracles of the Namiya General Store</i>	Keigo Higashino	Hyundae Munhak	Novel
10	<i>A Lesson in Latin (For an intellectual, beautiful life)</i>	Dong-il Han	Next Wave Media	Humanities
11	<i>Homo Deus</i>	Yuval Harari	Gimmyoung	Humanities
12	<i>I have Decided to Live as Me</i>	Su-hyun Kim	Maumsup	Poems/essay
13	<i>Questioning How to Live</i>	Simin Rhyu	Saenggakeuigil	Humanities
14	<i>How Things Work Now</i>	David Maccaulay	Cradle	Children's Books
15	<i>Memoir of a Murderer</i>	Young-ha Kim	Munhakdongne	Novel

\* Data provided by Kyobobook

## About *K-Book Trends*

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*K-Book Trends* is a monthly web magazine published by the Publication Industry Promotion Agency of Korea. It provides highly effective Korean publishing contents for international stakeholders to secure global competitiveness in the publishing industry.

We produce professional data about promising Korean books for oversea markets and share success cases of Korean publications and copyright export, and reach out to international stakeholders through rich information collected by Korea's major international book fair activities, bestselling books and an overview of publishing industry.

*K-Book Trends* will be produced in English and Chinese, and can be easily read anywhere in the world using any PC or mobile devices. Readers can subscribe and receive email newsletters and PDF file downloads.

*K-Book Trends* and the Publication Industry Promotion Agency of Korea always look forward to hearing opinions from industry experts and readers.

e-mail | [kbookcenter@naver.com](mailto:kbookcenter@naver.com)

## 趋势

### 营销现状及事例

## 韩国出版界的线上·数字营销

过去出版营销大部分都依赖于店内促销。问题是要怎样吸引顾客的眼球，其中最有效的方法就是把想要销售的物品放在人们多走动的、容易看到的地方。但现在所有行业线下的影响力越来越削弱，出版界也不例外。过去取得最大效果的书评形式也随着印刷行业的削弱随之下降。B2B, B2C也因出境形式的效果不佳，一直困惑要怎样进行内容营销，出版行业也是如此。

内容营销的核心就是要开发出潜在顾客认为有趣或有价值的内容，进而让他们自己去探寻。因此出发点就是对顾客的理解。

作者. Ryu Jeonghwa (Contenta代表)

### 思考顾客想要体验的经历是什么？

人们说买书是为了获取书里的信息或者是通过书发现另外一个世界，但是人们买书不仅仅是为了获取信息和体验感性的东西。很多读者是出于对自己的满足感而购买书籍，虽然书里的内容很重要，但更重要的是购买书籍的“经验”。买完书后就会想与他人分享这一经验，其中最好的工具就是社交网站(SNS)。人们通过上传书里的一段句子或书的名字与陌生人和朋友分享自己的经验。

因此出版界要领头鼓励读者进行社交网站。虽说目前大众的社交网站共享已经很活跃，但除



The Last book store

了著名作家的书籍和畅销书之外人们都不怎么共享，不，应该说是不知道怎么了解。

那我们怎么做才能把这些“不出名的书”销售给顾客呢？毋庸置疑，就是要多多宣传。最重要的是把“还没有出版的书”通过“内容(contents)”方式进行宣传。

## 怎样让消费者发现呢？

比如电影上映之前通过预告片、出演人物介绍、采访、剧照等方式吸引大众的关注，使得让大众在上映之前就开始关注其电影。这种方法让大众不仅上映之前，上映之后也自然而然的通过社交网站分享观看经验。

书也要像电影一样采取这种方式。影像是人们比较熟悉的方式，我们可以通过影像介绍书的情节，如果是以知识为基础的书籍，可以通过不断进行提问的方式向大众进行宣传。

正式出版之前如果做好对主题的宣传，相信出版之后大众会共享其内容，并通过购买书籍来形成属于自己的知识共同体或文化共同体。接下来通过出版营销的成功事例学习怎样适用到其中。

## 出版营销成功事例

### 事例1. 书中的一句，还有Changbi

“LADYBUG”从2011，2012年开始“书中的一句”为题目，同时运营脸谱页面和APP。刚开始的时候采用的只是把书中的一两个文章直接上传到网上的方式。虽说是简单而又容易接触到的内容(contents)，但没能引起读者的关注。读者需求的不是脱离自己的，而是与自己相关的，比如以后可能经验的，或者是已经经验过的可以同感的故事。

“书中的一句”开始认知到读者的需求，因此从2014年开始进行了附加故事情节的“卡片新闻”内容宣传方式。结果非常成功！读者们开始自己分享内容，甚至几年前出版的书也通过这种方式瞬间纳入畅销书行列。

Changbi是把优秀的内容适用到出版营销的成功例子。同时又进行Changbi广播向听众介绍最新消息。脸谱页面上通过提供多种形态的内容，宣传“Changbi”这一名字。比如，电影<东柱>上映前不仅会介绍尹东柱的诗，同时还会以卡片形式简单的介绍Changbi出版过的其他诗人的作品。如果要出版有关女权主义的书籍，会事先通过脸谱进行赠送女权主义卡片等活动。

### 事例2. 播客(Podcast)和书预告(Book Teaser)

播客和书预告与“书中的一句”大有不同，播客和书预告更侧重于故事情节和感性层面，通过影像和声音更加直接的接近于读者。首先最具代表性的播客频道为<Lee Dongjin的红色书房>。播客对于繁忙的现代人提供了崭新的阅读方法，这可以说是非常有魅力的。听者通过播客像听音乐一样听书，并且对于阅读过很多书的读者们，唤起了对朗读的回忆。

一提到书预告最先想到的就是YES24事例。在书出版之前，向读者提供貌似电影预告片一样的影像内容，提高读者对作品的期待。

### 事例3. 奇境世界的经济学

2012年出版的<奇境世界的经济学>是上述事例中的优点都融合起来的出版营销事例。首先制作了信息视图，虽说目前几乎所有的新刊都会采取这种宣传方式，但像这本书一样使我们产生好奇心的事例却不多。比如会先提出这样一个提问，“你买一台苹果手机所支付的费用，到哪里去了？”，然后在下面叙述资金流程图表。

然后他们又制造了网页漫画和拖车。我们从书名中可以看出这本书的阅读人群比较有限，因此通过丰富的内容扩大了读者层。

这本书之所以短时间内火起来多亏于推特营销。他们认为这本书本身就是一个优秀的内容（contents），因此积极的利用了起来，不分平日和周末运营了推特BOT。第一个推文记录了500次转发记录，第一个月先“关注”的预期读者近4000人。

#### 事例4. 电视剧暗示广告 (PPL)

通过电视剧的PPL成为畅销书的“电视剧畅销 Drama seller”也令人瞩目。韩国SBS电视台播放的<来自星星的你>这部电视剧中，作为都教授书而出名的<爱德华的奇妙之旅>，在电视剧结束之后很长一段时间都位于畅销书第一位。描述狼和山羊友谊的通话<一个暴风雨的夜晚>和法国作家罗曼·加里的作品<如此人生>都是通过SBS电视剧<主君的太阳>和<秘密>重新受到了读者们的关注。

电视剧PPL最要注意的一点就是与电视剧的内容不能毫无相关，如果出现这种情况不仅没有效果，还会带来反感。

电视剧里的书可以作为一个伏笔，或者作为反应主人公心理和性格的工具使用时效果最佳。

#### 事例5. 社交媒体卡片新闻

在韩国，唯独脸谱上使用卡片新闻的情况比较多。卡片新闻可以仅通过几秒钟的时间就可以了解里面的内容，所以非常便利，但为了把缺乏的信息通过照片来填补就需要很多的努力了。并且其效果也是未知数。但叫做“热情上浇油”的账户却很好的利用了这一方式(卡片新闻)，如果是做书籍畅销的人一定要注意关注。他通过有效结合图片和文章，用25-30张左右的卡片传达核心内容。他想要传达的不是信息而是感动，因此得到了脸谱使用者的积极参与。

## 韩国出版业 1

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出版公司民音社 (Minumsa) 大众文学平台“goldenbough”

## 新鲜！有趣！新奇！ 韩国的大众文学发展史

大众文学是指小说的具体题材，比如惊悚、科幻、武侠、恐怖、推理、奇幻、爱情等。不仅是实体书，在电子书和网络小说中我们也可以看到很多大众文学，并且爱好者也很多。特别是网上小说拉动了大众文学的发展，目前已经成为了新人作家的登龙门。出于这种发展，我们不仅实现了题材的多样性，还从作品中体验到新鲜感和新奇感，甚至纳入一些敏感的社会信息向读者们提供阅读的快乐。在本次的“韩国出版业”环节中我们采访了两家大众文学出版社，来共同探讨韩国大众文学的现状和未来。

作者. Jihye Gwon 记者

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出版公司民音社大众文学平台goldenbough设立于1996年，从此正式踏入大众文学市场。尤其把海外优秀的大众文学介绍到韩国，从而扩大了韩国的大众文学行业。最近还出台了网络小说平台“BritG (Brilliant tales G)”，对挖掘新人作家这一板块上也做出很多努力。



Goldenbough展示的国外“类型小说”全集

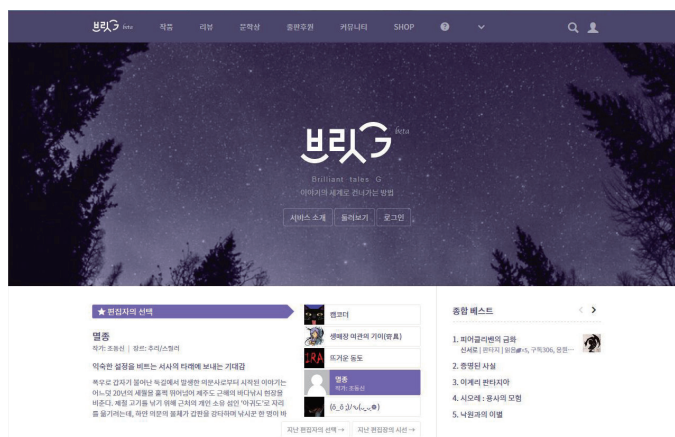
李荣道作家的《龙族》不仅在海外受到认可，也是Goldenbough的代表类型小说。在韩国李荣道作家被称为大众文学界的巨匠。实体书和电子书、E-Book并存发展的今日，进展快并以形象为中心的网络小说与只有实体书才能传达的文章间的间隔之美及感性之间可能会存在距离，但大众文学编辑者为了缩小这距离今后也会不断地努力。以下是与Goldenbough Kim Junhyeok 主管进行的采访主要内容。



李荣道作家的《龙族》10周年纪念精装本全集

**Q.** 请介绍一下大众文学出版品牌“Goldenbough”

**A.** 我们公司不仅把国外优秀的大众文学引进到国内，还为国内市场的发展做出很多努力。海外出版物中与我们进行垄断协议并出版的有斯蒂芬·金和阿加莎·克里斯蒂的作品。除此之外，还有福尔摩斯系列版和亚瑟·查尔斯·克拉克的短片全集。2015年我们在国内首次出版了斯蒂芬·金的第一本推理小说《梅赛德斯先生(Mr. Mercedes)》，最近还出版了《Red Rising系列》，从中看到了海外大众文学的人气。我们认为把优秀作家的优秀作品介绍到国内是一件非常有意义的事情。



BritG (Brilliant tales G) 网站介绍(<https://britg.kr>)

我们不仅集中于把国外的作品介绍到国内，还努力挖掘国内“类型小说”新人作家。今年初我们正式展示出了准备已久的网络小说平台BritG，这一平台是为了开发出特化于特定领域的作家而设立的。目前网络小说网站数不清的多，但BritG与一般的网络小说网站有不同之处就在于“评论”功能。在国外基于很多的大众文学评论家，促进了大众文学市场的发展。在BritG读者可以直接进行评论，也可以与作家进行相互交流。还有一点就是编辑可以在网站上看到所有作家的作品，可以从中挖掘到优秀的作品，当然如果想要找出一部优秀的作品需要编辑者的努力。

不久前我们发现了一个非常优秀的作品，名字叫做『The Gold of Piercliven』，这部作品的作家是一位蛮有实力的作家。这部作品不仅在網上受欢迎，因作品的构成、完成度、吸引力都非常优秀，出版为实体书也丝毫没有问题。就像这样，把国内外的优秀大众文学作品介绍到读者手中时，那成就感是没有办法去形容的。

**Q.** 代表Goldenbough的类型小说中想向海外读者介绍的有什么？

**A.** 国内作家的作品当中有很多可以与海外著名小说相媲美的优秀作品，其中有几本我觉得一定要向国外读者介绍。这本书的名字叫做『The Bird That Drinks Tears』，是韩国大众文学界的巨匠李荣道作家的作品。出版于2003年，可以说是“韩国型科幻”的典范。还有一部作品是Hwang Tae-hwan作家的『The House Where A Dwarf Lives』，是以僵尸为题材的小说，在“韩国篇百万销量俱乐部”中也有做过介绍。这部作品在Goldenbough举办的“Zombie Apocalypse文学征集作品展”中获得了短片领域奖项，这部作品很好表现出了极限情况下人的本性。最后一部作品是김민영作家的『Palantier』。这位作家的科学知识非常丰富，这部小说是一本游戏小说，是1999年出版的『Children of Okstakalniss』的修订版。我们认为这部作品是隐藏的杰作，但遗憾的是这部作品是作家的第一部也是最后一部作品。其实大众文学在各文化圈的题材和类型都不一样，并且读者的素

养也都存在差异。但我认为上述的几部作品无论在哪个国家都不会出现文化冲突，都会觉得很有意思。

**Q.** 韩国的大众文学什么时候能在海外市场上成为畅销书？

**A.** 过去韩国的大众文学大部分都是科幻和武侠小说，但现在发展到海外读者也可以接受的程度。像李荣道作家一样实力优秀的作家是韩国大众文学发展的养分。今后我们期待更多的海外代理公司可以来到韩国与我们讨论大众文学，期待我们的交流。其中还需要韩国大众文学翻译家的挑战精神。希望有很好的机会可以合作。

 Minumsa Publishing Group : <http://minumsa.com>

## 韩国出版业 2

综合媒体企业-Sigongbooks大众文学平台“Black Forest”

# 新鲜！有趣！新奇！ 韩国的大众文学发展史

大众文学是指小说的具体题材，比如惊悚、科幻、武侠、恐怖、推理、奇幻、爱情等。不仅是实体书，在电子书和网络小说中我们也可以看到很多大众文学作品，并且爱好者也很多。特别是网上小说拉动了大众文学的发展，目前已经成为了新人作家的登龙门。出于这种原因，我们不仅实现了题材的多样性，还从作品中体验到新鲜感和新奇感，甚至纳入一些敏感的社会信息向读者们提供阅读的快乐。在本次的“韩国出版业”环节中我们采访了两家大众文学出版社，来共同探讨韩国大众文学的现状和未来。

作者. Jihye Gwon 记者

出版社Sigongbooks的大众文学平台“Black Forest”设立于2011年。设立的同时出版了Robert R. McCammon作家的科幻小说《Boy's Life》、目前也在出版国内外丰富的大众文学。最具代表性的有日本著名推理小说『江户川乱步权威版谢列』全集、法庭惊悚名著《约翰·格里森姆系列》、埃勒里·奎因的《王者已逝》、《最后一击》、小林泰三的《谋杀爱丽丝》、Jean M. Auel的《大地的孩子们》、You Jeong Jeong的《7年的夜晚》、Josh Malerman的《Bird Box》等作品。以下是与Yun-hee Park(“Black Forest”)次长进行的采访主要内容。



<谋杀爱丽丝>

Q. 作为类型小说出版品牌，今后“Black Forest”要走的路是？

A. 我们出版的作品中唯独推理和悬疑小说比较多，因为这种题材很有连贯性，所以只要开始读起来就要看到最后。还有我们挖掘推理小说新人作家的時候，会参考推理作家协会季刊中的短篇小说。最近比如网络小说大众文学的窗口很多，所以我们在寻找新人作家时也得到了很多帮助。

在韩国介绍的海外大众文学中大部分是英美和日本文学，但最近我们也出版北欧的作品。我们编辑者在选作品的时候会站在读者的角度去看作品。喜欢大众文学的读者们在选作品时会很谨慎，一般会仔细阅读有关题材和内容的评论后去购买。所以我们在选作品的时候会考虑这部作品会不会引起读者的关心。还有一些读者如果觉得书的封面很漂亮也会购买书籍，不少读者们觉得我们的封面很好看。

Q. 代表公司的作品中，想对海外读者介绍的书有哪些？

A. 我想介绍以韩国的历史和文化作为背景的推理和悬疑小说。当然，接受外国的历史是需要时间的，这是很自然的现象。但相反也有很多外国人也觉得很新鲜有趣的书籍。以历史作为背景写书的作家，有时只要看到实录中的一句就可以写出一本书来。比如Myeong-sup Chung作家的《The Cases of the Star World》是以京城时代作为背景的侦探（推理）小说，作品中共同出现历史中的真实人物和虚构人物，因此增加了现实性。



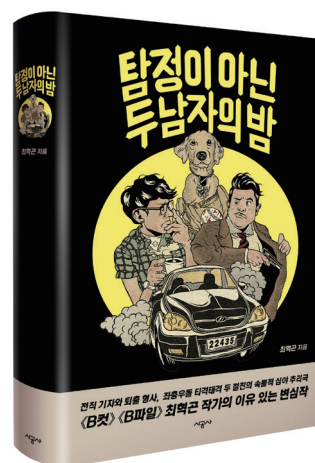
<The Cases of the Star World>

以京城时代作为背景的另外一部小说是Jae-hee Kim作家的《Gyeongseong Detective Yi Sang》，被称为韩国型Faction((fact+fiction)纪实与虚构相结合)成功之作，目前也在连续发表系列。还有以首尔代表性旅游景点-光华门

作为背景的Hyuk-gon choi作家的《不是侦探是两个男人的夜晚》可以说是韩国推理惊险小说的代表。除此之外，最近与中国出版社签约的都振棋作家的《系列》也非常值得一看。之外以“人权”为题材的Si-woo Song作家的《奔跑的检察员》可以说是打开了韩国推理小说的新的可能性。



<Gyeongseong Detective Yi Sang>




<不是侦探是两个男人的夜晚>

**Q.** 韩国的大众文学什么时候能在海外市场上成为畅销书？

**A.** 我们追求的大众文学之路是“有趣”，读者希望的也是这一点。有趣的小说不代表内容的“轻浮”，我们充分可以写出即体现大众文学的特性，也传达社会信息的作品。最近我们很容易看到纯文学和大众文学相结合的文学作品，大众文学独特的魅力使读者们产生兴趣。

虽然现在韩国型大众文学市场发展了很多，但与海外大众文学市场相比还是要做很多的努力。因为创作大众文学的作家比较少，因此读者们可以看到的作品也就不多了。我们认为量的增长可以促进质的提高，我们之所以期待韩国作品在海外成为畅销书也是因为韩国大众文学的发展可能性仍然很浓厚。我们认为网络小说市场贡献于大众文学的发展，因此也在持续关注网络小说。

 Publisher Sigongsa : [www.sigongsa.com](http://www.sigongsa.com)

## 热点

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迷惑越南的K-Book, 可签约金额650万美元

## 2017寻访越南图书展

本次以B2B为中心进行的“寻访图书展”目的在于支持K-Book进入海外市场、扩大出版著作权出口、加强国内出版社的国际竞争力。这次我们专程寻访了韩流热风之地-越南。韩国和越南今年迎来了建交25周年，我们看到了活跃的两国出版交流现场。

7月26日（星期三）至7月27日（星期四）两天我们在越南河内乐天酒店举办了“2017寻访越南图书展”。本次图书展基于驻越南韩国文化院（院长代理Kim Hyejin）的大力支持，进行了B2B为中心的图书展，并以韩方和越方为对象各自举办了“越南出版市场现状”和“韩国出版产业现状”讨论会。

图书展开幕式由两国出版界有关人士出席现场。越南出版协会常任副会长 Hoàng Phong Hà在欢迎词上说“出版领域上两国的交流空间非常大，今年是两国建交25周年，在这种历史性的一年举办本次图书展我觉得意义非常重大。相信今后两国会加强出版界交流，共同分享图书、著作权、出版等经验，为培养优秀人力资源而共同努力”。



2017寻访越南图书展开幕式



活动现场



讨论会现场

本次图书展在越南首次举办，由国内从事实体书、电子书的21家出版社参加，并委托展示了25家出版社86本书籍。并且接受越南当地业界的邀请，韩国杂志协会与Scoop设立了特别展位。另外还设置了专门向韩国参与者介绍越南图书的特别区域，促进了两国出版/图书文化交流。

本次越南图书展中通过商务对接预算出的可签约金额约650万美元，实现了巨大的成果。这出于越南出版有关人士的积极关注，甚至当天开幕式开始之前很多人就已经到场。KL经营李龜鎔代表说“虽然目前越南的预先支付版税比其他国家低，但在长期的角度是一个需要继续投资的国家。目前越南对韩国图书的需求很大，并且需求领域也很广，因此希望本次图书展可以成为加紧两国出版交流的踏板，实现活跃发展。”商务对接日程结束之后向文化园捐赠了图书和杂志。



图书捐赠仪式

## 出口趋势

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读者的想象力完成美丽的画册

## Ji-hyeon Lee作家的《游泳场》 和画册出版社Iyagikot

《游泳场》是Ji-hyeon Lee作家的第一个画册作品，作品中没有文字，只有细致而美丽的图画，因此不管哪个国家的人都可以同感作品中的内容。出版到很多国家的本次作品带给人们无限的想象力，并且作家最近还出版了新作，名字叫《门》。以下是制作这两本书的Iyagikot出版社Chang-sung Kim代表的采访内容。

이야기꽃



韩国出版文化产业振兴院(以下 韩): 您好, 非常感谢接受我们的采访。首先简单的介绍一下画册《游泳场》和出版社(Iyagikot)吧。

Chang-sung Kim Iyagikot代表(以下 金): 我们目标的是从儿童到成人都能通过画册进行相互沟通, 并且分享悲伤和快乐, 实现和平的世界。我们为了与热血沸腾的作家们创造出崭新而美丽的画册而做出很多的努力。当世界所有的书都成为电子书的时候, 希望画册可以成为人们怀抱里的实体书, 可以带给人们温馨和快乐。

我们出版社追求的是不仅停留于“儿童”画册, 要成为所有年龄段都可以享受的“艺术”画册。2012年设立公司之后2013年出版了第一本书, 到2017年8月份, 就是直到现在我们共出版了22种画册, 其中除了3种之外都是韩国国内作家的作品。至今我们获取了两次“博洛尼亚国际儿童书展最佳童书奖”(Bologna Ragazzi Award), (2015年《蒲公英是蒲公英》, 非文学类, 2017年《牙齿猎手》, 文学类), 2015年获取韩国出版文学奖(《一颗大枣》儿童青少年部门)和美国插画师协会最高奖(《游泳场》, The Original Art 金牌)。《游泳场》是Ji-hyeon Lee作家的第一部作品, 画里行间添加读者想象的“没有文字的画册”创造出丰富的解释。



韩：《游泳场》与美国的Chronicle出版社进行了契约，之外还与西班牙和其他欧洲国家也出口了版权，可以说在世界各地都获取了优秀的成果。请问国外有关人士对这本书的反应怎么样？

金：首先因为是画册，所以不需要翻译，再加上内容是非常普遍的信息，因此不需多加解释就能很容易理解。细致而又美丽的画风激发了快乐的想象力，我觉得是这一点吸引了欧洲的插画师。甚至在2016年的博洛尼亚书展中，欧式插画师和出版界人士亲自来到我们的展厅，购买了50本已经出版英文版和意大利版的韩语版作品。

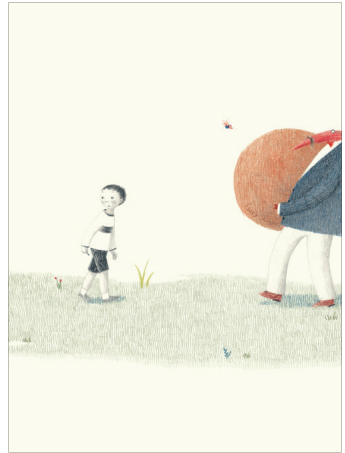
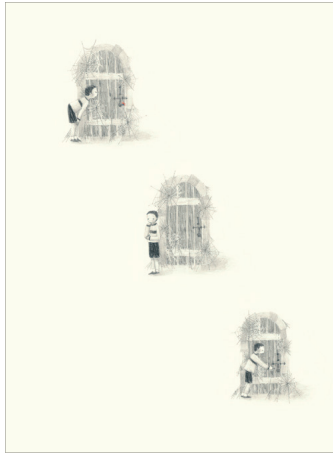
韩：据我所知，这部作品在2015年获取了美国插画师协会颁发的奖项，能向我们介绍一下这个奖项和听到这消息后作家的反应吗？

金：美国插画师协会每年不分国内外作品，会选出3部在美国出版的最优秀儿童插画作品来颁发奖项，之后秋天举办展示会。展示会期间会有北美全区域的出版界人士和插画师参加，互换作家和作品信息，是非常大的活动。获得过这个奖项的作家有彼得·西斯,昆丁·布雷克,凯文·霍克斯等世界级插图作家。获奖过的韩国作家有Hye-won Yeom作家-2010年新人奖，Suzy Lee作家-2008年金奖，Tae-eun Yoo作家-2007年新人奖，但这几位作家都是美国出版社初版发行的作品，因此在韩国进行初版，后在美国作为翻译作品获奖的是第一次（作品《游泳场》游泳场）。

\* <http://www.societyillustrators.org/programs/original-art>

网站中可以看到更具体的英文说明。

作家听到获奖消息后非常高兴，还说没想到第一步作品获得了这么大的奖，担心以后创作作品时要更加谨慎。



**韩：**李作家今年3月又出版了新作，名字叫《门》，本次作品中也是没有文字，只有图画，给我留下了很深的印象。不知今后有没有机会向海外读者介绍这本书呢？

**金：**《门》这部作品是出版后，立即就与希腊和意大利签署了版权出口契约。与中国和美国(《游泳场》出版公司Chronicle)也正在讨论版权契约。



韩：能介绍一下lyagikot正在计划的出版消息吗？

金：《蒲公英是蒲公英》（2015年博洛尼亚国际儿童书展最佳童书奖非文学类）的Chang-sung Kim作家进行著作，《猪的故事》《一颗大枣》（2015年韩国出版文华奖获奖作品）的Yuri作家进行画图的《如果想吃西瓜已经正式出版。我们还目标在今年内出版画册《SEON-AH》，内容围绕“就业难”和“憎厌女性”的社会中生活下去的年轻女性。这部作品是以英国为基础，插画师协会AOI(Association of Illustrators)选出的世界插画奖WIA (World Illustration Awards)2017，新人奖作品。

\* <http://www.theaoi.com/awards/winner-details.php?id=232>

网站中可以看到更具体的英文说明。

## 专栏 1

—  
韩国图书海外出口趋势

# Hye-yung Pyun, 走向世界文坛的中心

韩国小说家的优秀作品正在接二连三的介绍到国外。接下来要介绍的两位代表性作家不仅在韩国受欢迎,还向国际舞台踏上了重要一步。第一位作家是以细致的文章揭发我们社会黑暗的Hye-yung Pyun作家,另一位是创作出轻快的故事情节而出名的Jung-hyuk Kim作家。

作者. 李龜鎔 KL管理公司代表

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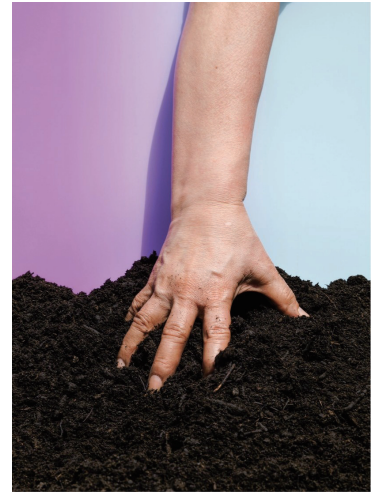
短篇小说‘植物爱好(Caring for Plants)’  
正式刊登至美国最高权威的周刊文学杂志‘纽约客’

The logo for 'THE NEW YORKER' is displayed in a white rectangular box. The text 'THE' is in a smaller, all-caps serif font, positioned above 'NEW YORKER', which is in a larger, bold, all-caps serif font.

© <纽约客 THE NEW YORKER>标志

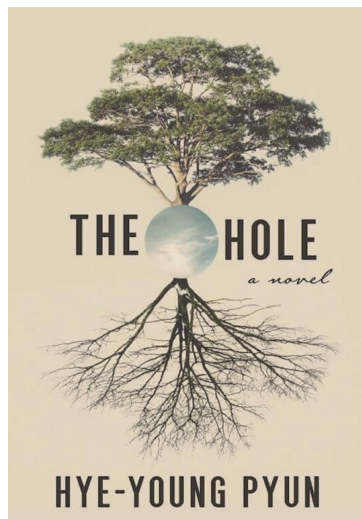
Hye-yung Pyun的短篇小说“植物爱好”正式翻译刊登到世界最高权威周刊-纽约客（7月10号），纽约客每次的发行都会超过一百万部，可以说Hye-yung Pyun作家正式华丽踏入了以英美圈为中心的西方文学市场。(http://www.newyorker.com/magazine/2017/07/10/caring-for-plants)

在纽约客刊登过作品的韩国文学有高银的诗和李文烈的短篇小说，相信应该都很熟知这里是连欧洲的著名作家也很难刊登的文艺杂志。



在纽约客与“植物爱好”  
共同刊登的照片  
©Ina Jang for The New Yorker

## 长篇小说<洞(The Hole)>，美国Arcade Publishing进行出版



在美国出刊的Hye-yung Pyun  
<洞(The Hole)>封面照片

Hye-yung Pyun的长篇小说(novel)<洞(The Hole)>今年8月1日在美国正式出版。出版这本书的出版社是Arcase Publishing, Hye-yung Pyun作家的长篇小说进行翻译出版这次是第一次。这部小说是把短篇小说(story)“植物爱好”进行了长篇化的作品。作品的主要内容是作品中的主人公Oghi的妻子突然因为车祸去世，之后Oghi的人生完全与之前不一样了，作品主要围绕主人公的内心心里进行了描述。作家的第一步长篇小说<灰烬和红色(Ashes and Red)>也将在明年8月也是通过美国Arcade Publishing出版社进行出版。

## 将会介绍到德国市场的Jung-hyuk Kim作家长篇小说



Jung-hyuk Kim<你的影子是星期一(Your Shadow Is a Monday)>  
韩国封面照片  
© Moonji Publishing Company

Jung-hyuk Kim作家的长篇小说<你的影子是星期一(Your Shadow Is a Monday)>的德语版权实现了成功出口。这部小说的核心词是‘删除器 delete’或‘删除 deleting’。作品内容是把自己的秘密委托给私人侦探，使得在这个世界里所有的秘密都完全消失。作者以尖锐的洞察力看到人心里的自私和隐藏的欲望，通过作者独特的文体给读者带来快乐。这本书在法国已经翻译出版，今后预计在越南和中国也会进行出版。

## 专栏 2

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走出韩国，开拓世界

# 韩国的大众文学

韩国在20世纪90年代之前几乎没有出现大众文学。艰巨的时代情况没有允许人们通过作品体验喜怒哀乐，并且展开想象的翅膀。当然了，最大的原因就是日占时期韩国经历的战争阻碍了大众文化的发展。

作者. Sung Sangmin (文化评论家, 专栏作家)

## 韩国大众文学发展史

长期被阻碍的大众文学最近慢慢在准备腾飞。在韩国大众文学的开始是上世纪90年代中后期立足于韩国的PC通讯。没有合适的连载渠道的当时，PC通讯成为了实现作者梦想的平台。

可称为韩国科幻代表的《龙族》作家李荣道，《Children of the Rune》系列作家Minhee Jeon都是通过PC通讯出名的。当时看到PC通讯效果的大众文学“志愿生们（想要成为作家的人群）”开始在PC通讯上上传自己的作品，其中部分几个人摆脱了“志愿生”的标签，成为了堂堂正正的作家。

2000年代以后虽然PC通讯消失了，但PC通讯的代替品-互联网空间仍然是大众文学作家梦想的机会之地。韩国爱情小说代表作品《成均馆罗曼史》的作家Eun-gwol Jung,《灰姑娘和四个司机》的作家Baekmyo都是2000年代初期互联网代替PC通讯时第一次亮相的作家。

## 拉动韩国大众文学的作家们

虽没有像《龙族》一样受到“冲击”，但韩国大众文学市场在不断的发展。除了受欢迎的奇幻和爱情题材之外，SF、恐怖、推理等相对来说非主流的领域也渐渐开始受到读者的关注。过去作家们也常说“韩国的SF读者不超过一千人”，但最近培育出了爱好者和一般大众都喜欢的SF作家。

喜欢创作讽刺现实的《Tower》作家裴明勋,不分领域的记者出身Kang-myung Chang是典型的例子。与这两位作家相比虽然关注不多，但参与到奉俊昊导演的电影《雪国列车》初期剧本的Bo-young Kim也是创作奇异梦幻SF小说的作家之一。

90年代后半期作为电影评论家正式出道，20多年作为电影评论家和科学著作家活动的DJUNA作家是不暴露身份的神秘人物，发表了《西兰花平原的血斗》，《现在还不是神》等9本SF小说。喜欢这位作家的粉丝非常多，并且作家在SNS的影响力也非常大。

与SF相比相对来讲关注度多一点，但与奇幻或爱情题材相比还是被冷落的恐怖作品早几位作家受到关注。电影《Bunsinsaba》，《Muoi》的原著者Jong-ho Lee,电影《The Chosen: Forbidden Cave》的原著者Jin-oh Shin很早开始就结合韩国及东亚独特的民俗文化和恐怖要素，受到了好评。相反以彻底残酷、惊悚描述来展开故事情节的《身体》，《三恶道》作家Jongil Kim也是受关注的作家之一。以金圣锤《最后的证人》为契机受到关注后持续下滑的推理小说领域中，最近特别关注的人物就是都振棋作家。这位作家过去当过审判官和律师，在他的作品中我们可以看到作品中的精彩骗局，可以说这是至今在韩国没有看到过的内容。

## 从杂志<mysteria>的成功事例看到的发展可能性

出版社文学村-大众文学的代表Elixir2015年7月创刊的双月刊悬疑杂志<mysteria>证明了韩国大众文学的发展可能性。杂志发行后到2017年目前，每次发行都记录了1万部以上，这给读者和出版界从事人带来了不小的冲击。因为目前很多文学杂志因读者的订阅量不够正在缩小范围或停刊，并且很多人认为韩国是“大众文学不毛之地”，因此这一成果不得不让人惊讶。<mysteria>完全洗清了在韩国大众文学不受欢迎的误会，反而充分证明了热迷于大众文学的读者层是很雄厚的。说明在韩国大众文学“不是不受欢迎”，而是“没有出现读者喜欢的作品”。因此，如果出现可以满足读者需求的作品，这些读者群就会毫不犹豫的打开钱包。

## 走出韩国，开拓世界

韩国大众文学不仅在国内发展迅猛，同时又介绍至国外，受到了海外的关注。其开始就是奇幻作品。李荣道的《龙族》2005年首次出口到日本，销售量多达40万部，证明韩国的大众文学也充分可以在国外受欢迎。并且2003年东京韩国文化院发表Min-hee Jeon的作品《Children of the Rune》系列是“最近在日本销售最多的小说”。从中我们可以看到在韩国受欢迎的作品绝对不是“纯属的内需”。

在国外受欢迎的不仅仅是奇幻作品。可爱淘（本名李允世）作家的作品出口时期比《龙族》还要早，她的爱情小说早已出口到中国、日本、台湾和泰国等亚洲国家，版权收益约3万美元。都振棋作家的推理小说版权最近也出口到了中国。

与其他题材相比，相对来说处于劣势的韩国SF小说也正在积极寻找出口到国外的机会。基于民官合作，目标2018年在美国发售的《韩国现代SF选集》（暂定名）就是其努力的结果。里边的作品包括一直以来专攻SF小说的作家作品，也有像Min-gyu Park, Yi-hyung Yoon作家一样试图创作新题材的作家

作品，也包括已经去世的老作家的作品，比如In-hoon Choi的《台风》。把这些作品拿到SF的发源地美国宣传韩国的SF。韩国在“大众文学不毛之地”转换为“大众文学开垦地”的变化之中，没有停留在韩国，而是走向了世界。

## 书籍概要

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有望出口的韩国图书

# 韩国出版文化产业振兴院(KPIPA) 摘录·支持样品翻译的评选作品

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### <爱情即将来临>

#### 1. 出版社信息

Sigongsa Co., Ltd  
www.sigongsa.com

#### 2. 书籍信息

书名 | 爱情即将来临  
(It seems that Love will come soon.)  
类别 | 散文类  
作者 | Ae-kyung Lee  
页数 | 272  
开本 | 130\*180 (mm, 横\*竖)  
封页装帧 | Paperback  
发行日 | 2017年3月6日  
ISBN | 978-89-5278-518-3



### 3. 负责人信息

姓名 | Sunju Jung

电话 | +82-2-2046-2895

电邮 | alliswell1224@sigongsa.com

### 4. 营销信息

图书主题 | 将会遇到何人，经历一次怎样的恋爱？

这是一本自问自答的爱情Q&A书

主要读者层 | 渴求爱情的人

媒体评论及广告文案 | 美好的爱情，只会找上渴求它的人

### 5. 作者简介

天性好奇的作者成为记者后才发现自己喜欢写作，因此一直笔耕不辍。作者写作是因为她深知文字的治愈力量，知道作品中蕴含着奇迹，能给人带来勇气和安慰、改变人的思想。同时，作者还在用歌曲讲述故事，曾为赵容弼《等待的痛》、《小小天国》、《梦幻阿里郎》等第17、18部专辑，润荷《试镜》、《My song and ……》、《Someday》等第1、2、3部专辑作过词，是玻璃箱子乐队的作词家。著有《忍不住流泪》、《止住泪水的机会》、《无法不离开》、《我把自己丢哪儿了？》、《你是一座森林》等图书作品。

### 6. 作品简介

将会遇到何人，经历一次怎样的恋爱？

这是一本自问自答的爱情Q&A书

会有生平从未期待过爱情的人吗？尽管人们从小到大幻想的爱情内容不同，但它确有让人心动的永恒价值。如果你正在等待新的恋情，那么在下一段恋情到来之前，不妨把生活过得更有意义一些。正如“美好的爱情，只会找上渴求它的人”这句话说的的那样，具体描绘一下自己渴求的爱情，也许就能尽快让期待中的未来变成现实吧？

《爱情即将来临》是为一本为渴望爱情的人加油助威的Q&A图书。从赵容弼到润荷，各唱各年龄段爱情的作词家兼散文家Lee Ae-kyung 在领悟了无论渴望初恋的青春少女，还是期待成熟爱情的成人都因爱而或悲或喜的事实后，一手策划了该部作品。出于好问题一定会有好答案的信念和希望读者每天都能对自身和爱情进行反省的心愿，作者从直接挑选的数百个问题中甄选出365个问题列入了本书。同时，作品中还随处可见安慰读者不要因为爱情而悲观的温情字句，显示了作者对读者的关心。

“我”对爱情有怎样的想法，渴望获得怎样的爱情？以往恋情失败的原因在哪儿？今后遇到什么类型的人才能幸福？我所渴望的爱情有何具体内容？作者Lee Ae-kyung甄选的356个问题和书中随处可见的温情字句可为期待爱情的人提供寻爱的具体指南，也可为恋爱中的人指明让爱情更甜蜜的捷径。请记住，美好的爱情，只会找上渴求它

的人。正确了解自己的期待后，获得答案就不是难事了。

不妨回到最初期待爱情的那个瞬间，重新审视自己、想想自己所渴望的真正的爱情。就算爱情并不奢华、就算缺少过人的魅力，但你一定能获得灿烂、幸福的爱。本书中的365个问题将指引你找到走向爱情的那条路。

## <我小身体里的大世界>

### 1. 出版社信息

草与风

www.Grassandwind.com

### 2. 书籍信息

书名 | 我小身体里的大世界

副标题 | 孩子们应该知道的所有人体秘密

题材 | 知识百科

作者 | 李映兰

插图作者 | 丁一文

页数 | 143

尺寸 | 185\*245 (mm, 横\*竖)

封页装帧 | Paperback

发行日 | 2013年5月20日

ISBN | 978-89-8389-512-7



### 3. 负责人信息

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### 4. 营销信息

发行册数、畅销书榜排名 | 14,000本

获奖、推荐及入选经历 | 2014 年学校图书馆辞书协议会推荐书籍

主题 | 人体科学

主要读者群 | 小学各年级

媒体评价及广告文案 | 为少年儿童“量身定制”的人体故事

### 5. 作者简介

文字：李映兰

出版企划业自由撰稿人，主要为少年儿童创作。作品涵盖韩国史、自然科学、经济等众多领域。其中《写给少年儿童的泡菜故事》入选小学教科书。

插图：丁一文

毕业于漫画创作专业，作为插画作家长期供职于大桥出版社。同时与斗山东亚、大桥、熊津出版、天才教育, Random House、Owl Book等出版社有过多次合作。2001年作品入选大田国际漫画展，并荣获光州漫画大奖。2007年曾在“形象博览会”漫画馆中举办作品展览会。

## 6. 图书简介

在我身体里，正在发生什么事情？

在我身体里，最小的骨头是哪一块？

本书主要讲述人类身体的故事，目的是为了告诉孩子们有关人体的所有知识。本书从生命起源开始，涵盖了左右人体的大脑与脊柱、五官、皮肤、肌肉与关节、血的流动、消化乃至排泄等各个环节，由各种生动有趣的生命科学故事组成，最大限度地引发孩子们对科学的兴趣。

通过阅读本书，相信孩子们不但能了解神秘莫测的人体科学结构与流程，同时还有机会重新审视父母遗传给自己的身体，并更加爱惜它。

## < 孩子们一定要知道的有关歌剧的故事 >

### 1. 出版社信息

草与风

www.Grassandwind.com

### 2. 书籍信息

书名 | 孩子们一定要知道的有关歌剧的故事

题材 | 知识百科

作者 | 申贞敏

插图作者 | CLEMENT POIRAUD

页数 | 140

尺寸 | 185\*245 (mm, 横\*竖)

封页装帧 | Paperback

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## 4. 营销信息

发行册数、畅销书榜排名 | 3,000本

主题 | 歌剧

主要读者群 | 小学各年级

媒体评价及广告文案 | 为少年儿童准备的最全歌剧指南！

## 5. 作者简介

文字：申贞敏

生于京畿道安城，曾获得“眼光儿童文学奖”。怎样才能让孩子们拥有更快乐美好的梦想？怎样才能创造一个更幸福美好的未来世界？在创作童话的同时，作者一直在思考着这些问题。作品不但包括关于自然科学与环境问题的科普类书籍，还有很多童话书。

插图：CLEMENT POIRAUD

生于韩国，儿时被法国南部小村庄的一对夫妻领养，在那里长大成人。每天都奔跑在树林和田野中，或嬉戏玩耍，或观察动物与昆虫，或独自进行绘画创作。在这样的成长环境中不但磨练了身心，还培养了对绘画的兴趣。现已回到韩国，每天的工作就是努力创作绘画作品。

## 6. 图书简介

所有人的音乐朋友，歌剧！

本书以孩子们为对象，浅显易懂又生动幽默地讲述了有关歌剧的一切知识。什么是歌剧，歌剧的历史，歌剧与音乐剧的差别，世界级歌剧作曲家及其作品，歌剧剧场和专门用语，观看歌剧时的礼节等，这些内容都一目了然地收录在这本书中。

感觉上离我们很遥远的歌剧，其实其讲述的故事都非常有趣。只知道故事当然不可能完全理解歌剧，但却能让我们对它不再知难而退。本书通过讲故事的形式帮助孩子们了解歌剧，走近歌剧。就像读童话书一样浅显易读。在阅读过程中，我们会不由自主地陷入歌剧的魅力当中，说不定还会忍不住马上去现场观赏歌剧呢。

通过本书介绍的作品，我们会获得同时欣赏文学作品和歌剧作品的机会。希望孩子们可以借助本书与歌剧亲密接触，同时提高自身文化想象力与艺术欣赏能力。

## <今天也没做到开诚布公>

### 1. 出版社信息

Sigongsa Co., Ltd  
www.sigongsa.com

### 2. 书籍信息

书名 | 今天也没做到开诚布公  
(I was dishonest again today)

作者 | Jato

插图作者 | Jato

页数 | 216

开本 | 130\*190 (mm, 横\*竖)

封页装帧 | Paperback

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ISBN | 978-89-5277-699-0



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### 4. 营销信息

获奖/推荐/入选经历 | “2016Kakao Brunch图书大奖”的获奖作！

图书主题 | 该插画散文收录了有10年单身生活和5年职场生活经历的Jato在被窝里构思出的故事。

主要读者层 | 上班族和单身人士

媒体评论及广告文案 | 艰辛的日常会让人一天郁闷好几次

这本散文就像是在劳累一天后品尝到的特级寿司+啤酒套餐，  
让人为之精神气爽！

### 5. 作者简介

原名何芝娜(音译)，88年生，春川人士(没错，春川烤铁板鸡是作者的最爱！)

上大学后，移居首尔，不知不觉经历了10年的单身生活。作者毕业于酒店管理专业，曾就职于赌场。完全不同于想象的职场生活让作者陷入了迷茫。为排解压力，作者参加了Kakao公司主办的“Brunch图书大奖”，以《Jato平凡的单身日记》为题连载了自己在单身生活和职场中遇到的各种故事。这部荣获银奖的作品为作家的创作生涯刻下了崭新的第一笔。众多读者的共鸣和加油，让作者如饮红牛，在Brunch等媒体展开了旺盛的创作活动。

brunch.co.kr/@aou

www.instagram.com/jato\_illust/

## 6. 图书简介

艰辛的日常会让人一天郁闷好几次

这本散文就像是在劳累一天后品尝到的特级寿司+啤酒套餐，让人为之精神气爽！

有些日子，我们该去尝尝“特级寿司”，不是平常的午饭套餐，而是特级寿司套餐。例如在执行项目时，意外地替人背黑锅的日子；好不容易盼来了翘首以待的周末，却遭遇雾霾的日子；被各种支出炸弹狠击的日子；不情愿地准备上班时，小脚趾撞上桌脚的日子……在这些日子，都该尝尝特级寿司。像这样，单身生活或职场生活里总会有因一些不起眼的小事而郁闷一整天的时候。

《今天也没能做到开诚布公》这部散文对忙碌一天的职场人士和单身人士来说，就如同特级寿司套餐。当我们受一些不起眼的日常小事打击时，Jato会拍拍我们的肩，这么说：

“幸福有什么特别的？大扫除后尝到的啤酒就是一种幸福。”

也许有人会觉得安慰和认同并不是根本的解决之策，可让我们重新站起来的却总是这种“平凡的幸福”。下班路上汉江对岸的晚霞，地铁对面的孩子露出的笑容，深夜的炸鸡和啤酒，这足以让暂时倒下的我们重新站起来。对人事突然力不从心时，不妨试着像Jato那样点一套特级寿司套餐，并大声说：“既然要在这艰辛的人世活下去，那就开心地过好每一天吧。”

《今天也没能做到开诚布公》这部插画散文收录了有10年单身生活和5年职场生活经历的Jato(意为单身兔，原名何芝娜)在被窝里构思的故事。作品原名为《Jato平凡的单身日记》，曾荣获“2016Kakao Brunch图书大奖”银奖。它记录了下班前突然要会餐、要洗的衣服因为加班而堆积如山、同事集体在背后说上司坏话而自己却无法说出“我其实能理解”的日常和因在意他人目光连日记也作假的瞬间，尖锐、风趣地刻画了生活在他人注视下，“今天也没能做到开诚布公”的平凡日常，连载期间获得了大量的读者点赞。Jato“守护不住平凡的日常”在年轻人中间引起了极大反响。

因深受二三十岁读者的爱戴，作品在荣获“Kakao Brunch图书大奖”银奖前，就已收到了多家出版社的出版提议。在广大读者期盼下问世的《今天也没能做到开诚布公》除网络连载内容外，还收录了许多未曾公开的故事，颇具收藏价值。

## <量量这里，量量那里——度量衡单位的故事>

### 1. 出版社信息

草与风

www.Grassandwind.com

### 2. 书籍信息

书名 | 量量这里，量量那里——度量衡单位的故事

副标题 | 写给孩子的关于度量衡单位的故事

作者 | 金银义

插图作者 | 鲁起同

页数 | 136

开本 | 185\*245 (mm, 横\*竖)

封页装帧 | Paperback

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### 4. 营销信息

发行册数、畅销书榜排名 | 3,000本

主题 | 度量衡单位

主要读者群 | 小学各年级

媒体评价及广告文案 | 适合少年儿童，浅显易懂的度量衡指南书

### 5. 作者简介

文字：金银义

喜读民间传说故事，喜欢与孩子们促膝长谈，因为想与更多的孩子们分享知识而开始创作作品。

凭借《了不起的超能力》、《特别招待》获得“绿色文学奖”，凭借《游戏英雄》获得“宋纯文学奖”。另外，作品《名侦探，拯救世界纪录遗产！》作为“长翅膀的铅笔”推出的童话作家系列丛书之一，还获得了创作与批评社主办的“优秀少儿图书”大奖。

插图：鲁起同

专业为视觉设计，曾在IT产业工作过数年。因对少儿图书感兴趣而正式开始绘画创作。现从事少儿动画创作工作。

曾出版的图书有《不用地图环游世界101天——世界文化历史（全20册）》系列中的16本，《青少年版“韩国文化遗产”》，《恐龙想象——化石展现的恐龙故事》等。

## 6. 图书简介

左右人类日常生活的度量衡力量！

在整个世界趋向一体化的今天，熟知度量衡，就等于通晓了全世界通用的一种语言。长度与宽度的单位是米，体积的单位是升，重量单位是公斤，这些基本单位都来自为全世界广泛使用的“国际公制”。本书涵盖了有关度量衡的一切知识，同时考虑到少年儿童在接受能力，尽量保持通俗易懂又不失趣味性的风格。度量衡单位是什么？为什么需要它们？其标准是如何制定的？又有哪些种类？翻开此书，有关度量衡单位的历史、涵义、使用方法等内容尽收眼底。度量衡单位是汇集人类全部智慧同时结合科学技术而形成的令人赞叹的宝贵财富。在我们阅读了有关度量衡单位的很多趣闻轶事后，会在不知不觉中与相关历史、文化、社会、经济、科学等来一次近距离接触。通过本书，广大少年儿童会觉得度量衡单位不再离自己很遥远，同时也会对其概念与原理有一个系统的认识。不但如此，还能够掌握正确方便地使用度量衡单位的方法，开拓新的视野，从而以新的角度去审视我们生活的这个世界。

### <因为我讨厌公司>

#### 1. 出版社信息

Sigongsa Co., Ltd  
www.sigongsa.com

#### 2. 书籍信息

书名 | 因为我讨厌公司  
(Because I hate my company...)  
作者 | Neoguri(狸猫)  
插图作者 | Hye-ryeong Kim  
页数 | 256  
开本 | 130\*190 (mm, 横\*竖)  
封页装帧 | Paperback  
发行日 | 2017年1月9日  
ISBN | 978-89-5277-762-1



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#### 4. 营销信息

获奖/推荐/入选经历 | 2016年3月作为独立出版物刊行。因在读者中享有嘉誉，被 StorageBook and film选为4月、8月、10月畅销书，并于2017年1月正式出版。

图书主题 | 呆着犹如鸡肋，辞职又令人害怕的职场生活及烦恼

主要读者层 | 上班族

媒体评论及广告文案 | 想要辞职的职场新人路过的办公室

## 5. 作者简介

文：Neoguri(狸猫)

原名金卿熙(音译)。曾在妈妈肚里观赏过88年首尔奥林匹克运动会。对出生在东北亚枢纽城市仁川，颇为自豪。虽名为“狸猫”，但却是个货真价实的大活人。曾刊行过记录两次入职、两次辞职经历的独立出版物《因为我讨厌公司》。梦想是用语言和文字给人们带来欢乐，是个会为陌生人的结婚照而激动流泪的人。厚脸皮是其的魅力所在。作者曾自诩具有天生的奴隶DNA，连前上司也打来电话邀请自己重新入职。

instagram.com/khsm\_\_sky

khmsky.blog.me

图：Hye-ryeong Kim

1991年出生于首尔。喜爱书画，延世大学生活设计专业毕业后，成为插画家。目前在一个“此处应有画”的地方，边画画边生活。

## 6. 图书简介

上学时的梦想是赶紧毕业挣钱，而现在的梦想却是辞职。

本书能给梦想辞职的年轻人带去一丝安慰：我们不妨歇歇再走。

有谁不想把工作做好呢？进公司时我们全都怀着光明的憧憬和远大的抱负。但这只是暂时的，在意外失误、与同事争吵、缺乏交流、系统低效等各类压力下，我们的憧憬和抱负日渐褪色。

28岁就已经历过两次入职和两次辞职的Neoguri也是如此。她回忆最后一次辞职的经历时曾这么说：

“一次我不分工作日、休息日，没日没夜地工作，结果身体出现问题，住了一星期院。住院期间我一直很内疚。出院回公司上班后，老板一见我就说‘公司这么忙，你怎么能生病呢！我本想去医院好好质问你，好不容易才忍住没去’。瞬间，我就决定辞职了。”

《因为我讨厌公司》一书共分5章，1~3章是关于职场生活的随想，第4章描写了递交辞呈后发生的故事，第5章则描写了辞职后的生活。存折里的钱还没多到不用为今后生活担心的地步，履历也没有光鲜到不用担心找不到工作的程度，但作者仍勇敢地选择了辞职，因为她相信这段什么也不做(不必为再就业而努力)的日子在以后忙碌的日子里将成为坚强支柱，给自己带来安慰。

听到这里，或许会有人说“年纪轻轻怎么这么没志气！”可上过班的人，都会对此产生共鸣：人生的事业确实可望而不可及。不奢求人生事业并不意味着你是失败者，但心里越是清醒地认识到这一点，越是抱怨“上班太累”，就越需要有人和你一起痛诉公司的不是，需要有人说一句“辞职没什么大不了”。不管辞不辞职，这都能让我们对事业重新充满期待，因为世上没有人是只活在未来的。《因为我讨厌公司》正是一本能给人加油鼓劲的作品。

## 出版行业

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### 韩国出版产业现状

## 韩国电子出版产业现状

如果了解韩国出版产业,海外有关人士最要关注的领域就是“电子出版”。在这里无论是谁都可以成为作家,随时随地都可以阅读作品,它就是网络小说和网络漫画。目前在韩国这一市场发展非常迅猛。

作者. Won-Keun Baek 书和社会研究所所长

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### 快速增长的韩国电子出版产业

实体书出版陷入低迷的现状中,韩国电子出版产业仍然持续呈现上升趋势。根据文化体育观光部发表的<2016年文化产业统计调差>中显示,网络/无线电子出版制造业的2015年销售额记录了2555亿韩元,与前一年相比增长了12.4%。网络/无线电子出版服务业的市场规模约1816亿韩元,同比增长了17.3%。

此外,韩国出版文化产业振兴院调查的<2016出版产业实况调查(2015年为准)>显示,接受调查的电子书流通公司(17家)的销售规模同比增长了25.4%,约1258亿韩元。其中网络小说(互联网小说)规模为333亿韩元(26.5%),排除网络小说的大众小说(爱情、奇幻、武侠)规模为574亿韩元(45.6%),一般图书规模为351亿韩元(27.9%)。如果考虑到没有接受调查的Naver等门户网站和通讯公司,韩国电子书市场规模最少会在1500亿韩元以上。最近Dncmedia作为网络小说出版企业,首次上市(2017.8.1.)在科斯塔

克证券市场，2014年的91亿韩元销售额到了2016年增加到189亿韩元，记录了44.2%的增长率。

## “网络小说”和“网络漫画”的发展势头

传统出版社发行的以实体书为基础的“完结型”电子书主要通过网络书店进行销售，但增长率比较低。实体书的人气度直接影响到电子书的销售量。相反，网络小说等连载（一般一周一次）娱乐作品的人气，我们可以在Naver、Kakao等以网上广告为基础的门户网站/IT企业，或比如像munpia以作者为中心的收费平台上确认。收费电子书中占最大比重的是爱情小说和成人小说。电子书产业的发展证明了读者层和作者层的扩大，比如谁都可以上传自己作品的Naver网络小说平台-Challenge League参与作家多达19万人。

比网络小说更受欢迎的领域是网络漫画。韩国KT经济经营研究所调查显示2016年韩国网络漫画市场规模已经记录了5800亿韩元，预期到2020年会增长至一万亿韩元。韩国通过NHN Comico等全球性平台正在主导着世界网络漫画市场的发展。门户网站Naver的网络漫画每天有600万人连接，全世界范围内每月用户多大3500万人。2016年Kakao page的网络漫画和网络小说的销售额约一千亿韩元（累计注册数950万人），2016年有关Naver网络漫画和网络小说的销售额为467亿韩元。

## 反应市场需求的实体书出版社

韩国电子出版产业的足筋腱就是与以往实体书产业和出版社之间的联系性较弱。原因在于急剧变化的数字产业环境下，零碎的企业规模现状和缺乏的应对能力。在全世界范围内主导市场的不是学术DB等专业的内容产业，更多是爱情小说或漫画等娱乐内容。在韩国占据市场的不是出版社，而是提供内容平台的企业，连接作者和读者，生产并流通电子书作品。对于大多数以往

的出版社，电子出版的发展是“没有美食的盛典”。

出版社为了解决问题，部分几家出版社开始构建平台，也有几家出版社已经取得成果。出版社wjthinkbig的“wjbookclub”，出版社Changbi的“siyoil”是代表性的例子。前者是把woongjin和儿童书籍出版社的作品集中到一起，提供了可以用平板电脑阅读的多种月订服务。后者是充分发挥了传统文学出版社的力量，通过拉动其他出版社的参与开创诗平台。目的是要开发各个领域的人们都可以享受的“共同平台”。

韩国出版界为了与大型内容（contents）平台企业实现差异化，通过与内容平台相连接起来的战略扩张阅读生态系统实现作品收费模式，进而扩大出版市场范围而做出很多的努力。在数据网络时代，构建有吸引力的内容平台和获取丰富网络是出版产业实现可持续发展的重要保障。

## 畅销书

# 8月韩国的畅销书趋势

2017年8月第一周统计结果

作者. Kim Hyeonjeong (教保文库品牌管理组)

## 不会退缩的靠前排名

村上春树的《骑士团长杀人事件》连续4周记录了综合第一位，人气没有下降的迹象。李基周的《语言的温度》和Nam-joo Jo的《82年生金志英》等书籍也依然维持着前几位排行。用拉丁语解说的人文教养书《拉丁语课程》又重新呈现上升趋势，记录了综合第十位。

## 电视节目的力量

虽然人文学综艺节目已经结束了，但通过节目受到关注的书籍仍然很受欢迎。《万物操作奥秘》上升了三个排行，记录了综合第14位。卡尔·萨根的《宇宙》排列综合第20位。比上周相比上升15个排行的《宇宙》也是通过电视节目重新受到关注。这本书是长期获得读者喜爱的长期畅销书，并且现在正好是放假期间和休假期间，因此出现了这种逆转情况。

## 总统阅读的书，大家一起看

总统在休假期间阅读的《明见万里》通过社交网站(SNS)成为推荐书，引起了读者们激烈的反应。还记录了网上当天畅销书第一位，说明了读者的及时反映。尤其推荐前和后购买书籍的读者比率对比中，发现40多岁男性读者的比率上升，代表这一人群对推荐书籍的敏感度较强。

\* 《明见万里》推荐前后性别/年龄销售比重对比

前				后			
区分	男	女	合计	区分	男	女	合计
10多岁	0.0%	0.0%	0.0%	10多岁	0.2%	0.1%	0.3%
20多岁	6.1%	11.8%	18.0%	20多岁	5.4%	6.6%	11.9%
30多岁	12.7%	14.7%	27.3%	30多岁	13.8%	13.6%	27.4%
40多岁	16.3%	13.1%	29.4%	40多岁	17.8%	14.7%	32.5%
50多岁	14.7%	5.7%	20.4%	50多岁	15.1%	6.1%	21.2%
60岁以上	4.9%	0.0%	4.9%	60岁以上	5.8%	0.9%	6.8%
整体	54.7%	45.3%	100%	整体	58.1%	41.9%	100.0%

<2017年8月畅销书1~15位>

排行	著作名	作家	出版社	领域
1	《骑士团长杀人事件》1	Murakami Haruki 村上春树	Munhakdongne (文学村)	小说
2	语言的温度	Ki-joo Lee (李基周)	Malgeul Site	散文
3	82年生金志英	Nam-joo Jo	Minumsa (民音社)	小说
4	只有两个人	Young-Ha Kim (金英夏)	Munhakdongne (文学村)	小说
5	语言的品格	Ki-joo Lee (李基周)	Hwangso kooks	人文
6	幸好像 BonoBono一样生活	Shin-Hoe Kim	Noll	散文
7	觉1	Bernard Werner (柏纳·韦柏)	Open books	小说
8	自尊心课程	Hong-gyun Yoon (尹洪均)	Simple life	人文
9	解忧杂货店	东野圭吾	现代文学	小说
10	拉丁语课程 (为了智慧而美丽的生活)	Dong-il Han	Next wave media	人文
11	《未来简史-从智人到智神》	尤瓦尔·赫拉利	gimmyoung	人文
12	我决定做我自己	金秀贤	Maumsup (心里的森林)	散文
13	怎样生活	柳時敏	Saengakeuigil	人文
14	万物操作奥秘	大卫·麦考利	cradle	儿童
15	杀人者的记忆法	Young-Ha Kim (金英夏)	Munhakdongne (文学村)	小说

\* 资料出处: 教保文库

## 有关《韩书趋势》

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《韩书趋势》是韩国出版文化产业振兴院发行的月刊网络杂志，为获取韩国出版的全球竞争力，向海外有关人士提供时效性高的韩国出版内容。

通过介绍有望出口的韩国图书信息、韩国出版物和著作权出口成功实例提高了专业性，还通过提供韩国的主要国际图书展、畅销书、出版产业现状等信息与海外从业人士进一步接触。

由英文和中文制作的《韩国图书趋势》，通过电脑和手机随时随地都能阅读，还可以通过邮箱阅读新闻并下载 PDF文件。

《韩国图书趋势》和韩国出版文化产业振兴院期待各位业界专家和读者的建言献策。

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