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K-Book Trends

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

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TOPIC

South Korean web novels become a trend of their own

Written by Lee Yu-jin (Reporter at *The Kyunghyang Shinmun*)

The web novel market in South Korea has been expanding at a breakneck pace, with readers drawn to their easy-to-read content. According to the Korea Creative Content Agency, the web novel market in South Korea was estimated to be around 10 billion won in 2013, and by 2017, it had expanded to 270 billion won. Last year, sales of web novels alone amounted to around 400 billion won. In line with this soaring popularity and growing market, there are now web novel authors who earn six-figures a year. In 2016, 8.2 percent of all web novelists were found to be earning more than 10 million won per year.

Web novels with unlimited versatility stand in the center of a new trend



Poster for the television drama adaptation of *What's Wrong with Secretary Kim* (left) and cover art for the original web novel (right)

After television drama *What's Wrong with Secretary Kim* aired on South Korean cable channel tvN last year, audiences who watched the series have ended up reading more web novels as a result. The original web novel upon which the television series was based was an immensely popular web novel on Kakao Page, a web novel platform, with over 500 million views after it was uploaded in 2013. After the web novel became popular, it was adapted into a cartoon format, which was later adapted into the television drama series. *What's Wrong with Secretary Kim* (Gaha) isn't the only web novel that was adapted into a television drama series. Author Jang Ho's *Justice* (Hainaim) was also adapted into a television drama

and aired on KBS 2TV starting July 17 this year. The web novel is a courtroom mystery about a famous lawyer who has chosen depravity over justice for vendetta, and a genius prosecutor working against him who has a memory that operates on overdrive. The web novel was published in physical form just as the television drama started airing. *Moon Embracing the Sun* (Paran Media) was also a web novel on South Korea's biggest romance novel platform, Romantique, which was later adapted into a television drama in 2012. The drama boasted viewership rates of over 40 percent at the time, marking great success. *Love in the Moonlight* (Yollimwon), whose television adaptation aired in 2016, made the news after monthly sales for the original web novel jumped over 500 million won as the drama was being aired.



What's Wrong With Secretary Kim, Justice

Web novels are increasing their influence thanks to 'one-source, multi-use' content. Transformations by web novels have proven to be limitless. Another web novel on Kakao Page called *The Magician* (Minumsa) was adapted into a movie in 2015 starring Yoo Seung-ho and Go Ara. Games like “Taming Master” and “Maybe” take place in worlds adapted from web novels.



Take Me, So I Married an Anti-fan

Adaptations of web novels into webtoons are also worth taking note of because after they find new life through webtoons, web novels have found it easy to reach audiences outside South Korea. One representative case would be Noh Seung-ah's *Honey Honey Wedding*, a web novel that raised more than 100 million won worth in sales per month on Naver Web Novel's 'Preview' corner. The web novel was later adapted into a webtoon, which was subsequently exported outside South Korea. Author Rosebean's *Take Me* (Dahyang) and Kim Eun-jeong's *So I Married an Anti-fan*

(Terrace Books) were exported overseas after they were adapted into webtoons. According to Naver Webtoon, the biggest such online platform of its kind in South Korea, 17 works based on web novels are currently either being serially uploaded or scheduled to be. Meanwhile, 26 other web novels are currently in the process of being adapted into webtoons.

Also, web novel competitions are as extremely popular as they are lucrative. Naver Webtoon has been holding 'The Biggest Competition on Earth' from April, offering some of the highest awards in the country. The awards amount to a total of 840 million won after the 26 best works are selected. The first prize winner will be eligible for a cash prize of 100 million won, second prize winner 30 million won and third prize winner 10 million won. The first and second prize winners will be allowed to formally upload their stories on Naver Series' 'Free Just for You' and 'Naver Web Novels' in addition to becoming adapted into webtoons. Another web novel platform, Munpia, also held a similar contest in April with cash prizes totaling 700 million won. The contest had raised much interest as the prize money was twice as much as it was the previous year. Kakao Page also hosted a competition in November 2018 where cash prizes were over 600 million won.

Web novels, a blue ocean industry, dream of going global



Another World's Empress, Why She Had to go to the Duke's House

Thanks to the popularity of web novels, South Korean web novel platforms are actively making their way into global markets outside the country. In December 2018, Kakao Page announced it would be expanding into Indonesia by acquiring a majority stake (68.39 percent) in a content business there called Neobazar. Neobazar is a webtoon, web novel platform business in Indonesia and currently has the biggest market share in terms of paid webtoon content. Accumulated app downloads for Neobazar have surpassed 1.7 million, and South Korean webtoons have been popular with users there, like *Another World's Empress* (DNC Books) and *Why She Had to go to the Duke's House* (It Book). "Indonesia has over 270 million people, and when considering the fact that almost 100 million people there use smartphones, we are hopeful the country will act as a bridge to our expansion into Southeast Asian markets,"

said an executive at Kakao Page.

Web novel platform Joara also hammered out a deal with Ookbee, a content platform business in Thailand, on September 2018 to provide five web novels. Following this agreement, another deal was made in February this year to provide three more web novels to the Thai platform. Ookbee is a joint venture between China's tech giant Tencent and Ookbee U. It has more than 10 million users in Southeast Asia, including countries like Vietnam and the Philippines. Joara and Ookbee were able to reach the second contract because of the immense popularity that one South Korean web novel had in particular. This was *Golden Climb* from Joara uploaded on Ookbee, and it recorded the highest sales for a South Korean novel uploaded on Ookbee.

Yet another web novel platform business in South Korea called Munpia exported some of its novels including *Reincarnation Position* (Munpia) and *The Hunter of a Collapsed World* (Munpia) to China's CLL, or China Literature Limited. *Reincarnation Position* is a fantasy novel from 2016 written by ALLA, who was then considered to have opened a new era for South Korean alternate world literature. During its initial uploads, the novel saw more than 30,000 downloads for each chapter that became available - showing how wildly popular it was. *The Hunter of a Collapsed World* is a modern fantasy novel that takes place in a realistically portrayed, post-apocalyptic world. Written by Geuljangee Jakka S (Writer S), the novel was viewed more than 3 million times. It tells the story of a hunter that survives the end of the world, a young

girl he meets and the adventures they take together. In addition to these, 13 other web novels including *The World After the Apocalypse* (Munpia) by Sing Shong, *Dimensional Ruler* (Munpia) by Oren and *Golden Time* (Munpia) by Jeong Yong were exported. Naver has also been aggressive in taking its business global. Naver Webtoon, in particular, is expanding its reach outside South Korea consistently. Outside South Korea, it provides a platform service called 'Line Webtoon' with a variety of content available in six languages: English, Chinese, Thai, Indonesian and Japanese. This service is currently the most popular of its kind in Taiwan, Indonesia, Malaysia and Thailand and it has also been making strides in North America with the number of monthly active users to the service reaching over 3 million.

Web novels vs. print novels? Wrong.

Why are web novels so popular now? People make the easy mistake of comparing web novels with print novels. However, this is far from reality. Web novels' competition consists of smartphone videos, social networks, the news and games. There are now fewer people who walk around with books in their bag, and more people can be found wanting content they can consume through their phone whenever they have time. What people want is content they can consume in a short amount of time, or 'snack culture'.

Web novels fully qualify as snack culture. The book *The Shock of Web Novels* (Yoda) by Japanese journalist Iida Ichishi explains the

concept of bite-sized consumerism, which is very similar to snack culture. The author offers two conditions: one, it should be able to provide stimulus when necessary. Two, it should make the user curious enough to go onto the next page. Ichishi says stories with complicated plots do not fall under this category, as details cannot be remembered continuously. Also, it cannot be stories that take time for readers to reach the climax. It should be work readers can instantly find out what the content will be after they read the title, see the thumbnail picture, read a summary of the work they can read in 5 seconds and have a good idea of how they'll feel after reading the full content.

This is a considerable part of the reason why web novel genres are usually romance or fantasy. According to a survey conducted by KPIPA regarding popular genres of online platform content, romance was the most popular with 56.3 percent of respondents selecting the genre. Following romance was fantasy with 25 percent. In the case of Naver web novels, romance novels count for 70 percent of total web novel content and Joara's offerings also center around romance novels while expanding into fantasy novels. Munpia built its fan base around fantasy, and martial arts novels and is increasingly solidifying its identity as a web novel platform for men.

Readers usually take 3 to 5 minutes to read one uploaded chapter of a web novel. Ichishi adds in the book that print books can't help but have a hard time competing against web novels that can easily be read in short fragments of time. In the world of bite-sized

consumerism, people prefer cycles to end in a short amount of time. Web novelists are acutely aware of this fact. "It's most important to have an ending that will spark curiosity even in the shortest form of writing," says popular web novelist Rosebean. "It's the same strategy television dramas use as they always end episodes at dramatic points, drawing viewers to the TV screen."

Readers and writers alike are entering the web novel market at a rapid pace. Some 47,000 people are currently registered as writers on Munpia, a more than ten-fold jump from 3,800 in 2013. The web novel market is expected to continue growing in coming years. "Web novels' competitive edge comes from the fact that they're tailored to the modern person's lifestyle," said an official at the Korea Creative Content Agency. "As long as people consume content on their smartphones, the web novel market has only room to grow. However, the novels are usually about romance and fantasy, so genre diversification will be critical."

SPECIAL PROJECT

K-Book in Berlin

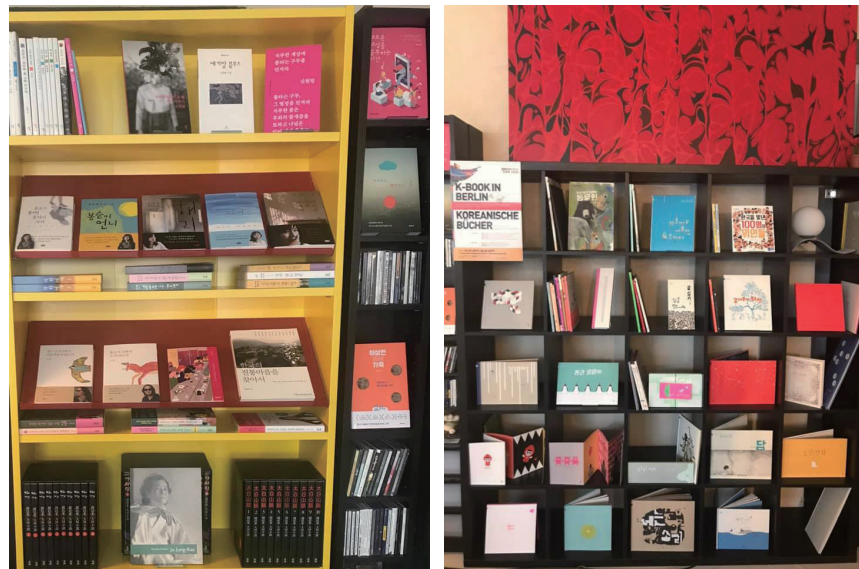
M&K's Monica Gu talks South Korean books

Written by Monica Gu (Head of M&K, a publishing group)

It's been three years since I came to Germany for personal reasons. As I run a publishing company in South Korea, I visit bookstores and libraries in Germany often in search of good ideas for publications. Naturally, I found myself seeking out South Korean books translated into German, and I found Han Kang's *The Vegetarian* (Changbi) and Jeong You-jeong's *Seven Years of Darkness* (Eunhaengnamu). The Literature Translation Institute of Korea played a huge role in getting these books to German readers, but usually it is rare for German publishers to publish South Korean books all on their own. Being aware of many excellent books in South Korea, this was a big disappointment. Why weren't more Korean books, or K-books, being published in Germany?



“K-Book in Berlin” poster



Literature books on display (left) and children’s books on shelves (right)

With this question in mind, I sought out opportunities to promote Korean books and eventually I was selected to be part of the public relations project for K-books by the Publication Industry Promotion Agency of Korea and started working on opening “K-Book in Berlin”. Germany is a powerhouse in the global publishing industry, and every year publishing experts around the world visit

the country for the international book fair in Frankfurt among other events. We were to open our own Korean book exhibition in the capital of Germany. With a plan in mind to try and get more Korean books translated into German through the exhibition, we began market research to identify German tastes and what sort of Korean books they preferred. In the end, we ended up selecting some-150 books from seven genres (literature, children's books, essays, economics and management/self-help, linguistics, travel and cooking). With the help of students learning Korean at the Free University of Berlin, we came up with an abstract in German and from July to September, our great journey as the country's first exhibition for Korean books began.

Selecting Korean books catering to German tastes

After more than 20 years working in the publishing industry, writers, potential writers, content and books are my life. And the conclusion I had come to was South Korea is a powerful country when it comes to published content. There are complaints that reading rates are dropping by the day, but the publishing industry in the country, which depends on books to survive, is still alive and well. Great books continue to be published. With this, I made up my mind to introduce great Korean books that could potentially get published in Germany.

#1. Literature: Jo Jung-rae, Gong Ji-young, Shin Hyun-rim, etc



Taebaek Mountain Range, Grandmother Doesn't Die, The Cat Who Realized

The first author selected to represent South Korea was Jo Jung-rae. After their initial publications in the 1980s, Jo's novels *Taebaek Mountain Range* (Hainaim) and *Arirang* (Hainaim) have been popular with readers and considered classics. Along with *Han River* (Hainaim) published in 2002, these three novels are now considered the trinity of modern Korean history in the 20th century and beloved by readers today. Jo was included in *Marquis Who's Who* in 2002, an almanac of key figures throughout the world. In the U.K., Jo was also among one thousand Asians selected by the country's International Biographical Centre. Jo's work, which I felt teaches readers about the fetters of Korean history, needed to be read by people around the world.

The second Korean author we selected was Gong Ji-young, whose work has already been widely published in English-speaking countries and Asia. I felt a pang of regret at how none of her work

had previously been translated into German. Gong saw three of her books - *Mackerel* (Hainaim), *Human Decency* (Changbi) and *Go Alone like a Rhino Horn* (Hainaim)- all rise to bestseller status in 1994 and she instantly became South Korea's bestselling author then. There had even been a social 'syndrome' named after the author at the time. She cemented her standing as one of South Korea's best authors with autobiographical *My Sister Bong-soon* (Hainaim) and *Our Happy Time* (Hainaim). The latter was adapted into a movie, which was popular with audiences. Her book *The Crucible* (Changbi) published in 2009 was also adapted into a movie, shocking audiences with its content based on real-life stories. *My Happy House* (Hainaim), which garnered positive reactions from young female readers, was on display at the exhibition along with novels and essay collections like *A Good Woman* (Hainaim), *There Is No More Beautiful Wandering* (Hainaim) and her latest work *Grandmother Doesn't Die* (Hainaim) and *Haeri* (Hainaim). Other female novelists' work at the exhibition included Kim Byeol-a's *Misil* (Hainaim) and *Passionate Love* (Hainaim); and Han So-jin's *Hymn of Death* (Hainaim).

Among South Korean poets Shin Hyun-rim was selected. Shin is a female poet who shook up the social discourse on women within systems of her time. Recently, she was one of nine women selected to represent South Korea by Tilted Axis, a U.K. publisher. Poetry collections like *Throw Burning Shoes at a Boring World* (Sagwakkot), *End of Century Blues* (Changbi), *Person Who Becomes Ill at Sunset* (Minumsa), *I Rode on a Bed* (Minumsa),

Basement Floor Alice (Minumsa) and *When You, Apple Flower, Come* (Sagwakkot) were displayed at the exhibition. Also there were Shin's photograph essay collections like *Time With a Lover* (Sagwakkot), *Nude of Hope* (Yollimwon), *Even Sadness Has an Original* (Dong-A Ilbo Publishing), *Shin Hyun-rim's Fascinating Modern Art* (Bada Publishing), *Apple Field Photograph Studio* (Nunbit) and *Apple Travels* (April Snow). Shin's picture essay collections including *Shin Hyun-rim's Things to do While Mom is Here* (Sagwakkot), *Day When I Want to do Nothing* (Hyeonjaeuisup) and *The Cat Who Realized* (Sagwakkot) were also featured in addition to her video essay *My Beautiful Window* (Changbi) and her poetry collection for children *The Chocopy Bicycle* (Bir Publishing). Recently Shin established her own publishing company called Sagwakkot (apple flower) and has been shedding new light on poets like Yi Sang, Han Yong-un, Yun Dong-ju, Pak In-hwan, Pak Sok, Kim Myeong-sun, Kim Yong-nang, Kim So-wol and Ko Un through *Rediscovering Representative Korean Poems 101*. At the exhibition in Berlin there were also poetry collections by these famous poets.

Aside from traditional literature, I found German readers also preferred to read mystery novels, detective stories and science fiction. Having discovered this fact, also included in the exhibition were science fiction novels from South Korean publisher Hubble like *Pico*, which had been awarded a science literature award in South Korea, *Annex of the Jurisdiction* and *People Who Are Born Once*. The Korea Science Literature Award is the only literary

award for debuting authors in science fiction, and authors who have received this honor have been seeing their popularity grow in South Korea recently.

#2. Essays: Ryu Si-hwa, Nam In-sook, Oh Ki-sa, etc



Who Knows Whether It's Good or Bad, In Truth, I Am an Introvert

Similar to South Korean readers, those in Germany also love to read essays on how to live life, how to deal with people and travel. The exhibition featured essay collections by renowned South Korean essayist Ryu Si-hwa including *Who Knows Whether It's Good or Bad* (The Forest) and *Birds Don't Look Back When They Fly* (The Forest). We included Ryu because we felt his books that look deep into life philosophically had enough potential to be published in German too. Works by Kim Seung-seop like *For Pain to Become a Road* (East-Asia Publishing) and *If Our Bodies Were the World* (East-Asia Publishing) were at the exhibition as well. Seung's books have insight on life and offer wisdom on the world.

Books by Nam In-sook, for whom we were planning a meet-and-greet with readers at the exhibition, are also worth taking a look at, as she is a prominent writer on women issues and self-development. One of her leading works, *A Woman's Life is Decided in Her 20s* (Hainaim) has been published in five Asian countries, attracting more than 10 million readers and I wanted to introduce this book to German women. In addition to this book, *A Woman's Life Begins from Self Respect* (Hainaim), *Despite All Else Men Are Necessary* (Wisdom House), *Classes on Marriage That Change Life* (Hainaim), *A Man's Life is Decided in His 20s* (Hainaim) and her latest, *In Truth, I Am an Introvert* (21st Century Books) could all be found at the event.



Event poster for a meet-and-greet with Nam In-sook (left), illustrations by Oh Ki-sa (right)

To represent South Korea's travel essays, we selected Oh Ki-sa. Oh is popular among South Korean readers for unique ideas and detailed travel illustrations thanks to the author's career as an

architect. Not only were his books on display, but his illustrations were also open for viewing throughout August. His most recent book *Special Train From Paris to Seoul* (Paper Story) along with *The City of Fickle People* (Paper Story), *The Map of Life* (Paper Story), *Still I Like Seoul* (Paper Story) and *Rediscovering Seoul* (Paper Story) all aim to show readers how to enjoy culture and art in everyday life and I believed they had the potential to capture the hearts of German readers. For German readers interested in traveling to South Korea, we offered *In Search of Traditional Korean Villages* and *Walking the Alleys of Old Cities* from publisher Humanist among other books.

#3. Self-development/Economics, Management: Lee Min-gyu, Hans Media, etc



Happiness is a Choice, Thinking Method of the Platform, The Party of Innovation

We selected author Lee Min-gyu to represent South Korea's self-development book authors as his books center around themes like 'the happiness theory' and 'the theory of managing oneself'. At the exhibition were *Attractive People Have 1% Difference In Them* (The Nan), *Changing 1% Can Change Your Life* (The Nan), *Acting is the Answer* (The Nan), *Happiness is a Choice* (The Nan) and *Your Dreams and Happiness Are Decided in Your 20s* (The Nan). South Korea is one of the fastest countries when it comes to churning out books on strategy for the future and future trends. So at the exhibition, we also featured *Thinking Method of the Platform, Forward 2019, Reading the Future* and *Lifestyle Business is Coming* from Hans Media. In addition to these, we felt German readers would be drawn to business strategy books like *Classic Strategies* (Humanist) and *The Party of Innovation* (Chungaram Media).

#4. Liberal Arts (History, Art, Science): Chungaram Media, Right to Dream, Humanist, etc



Ask Through Tarot, Liberal Arts Will Answer, What is Digital Liberal Arts?, Professor Lee Jong-pil's Interstellar

Germany is quite proud of its liberal arts capacities, and I wanted to show readers there how South Korea also has excellent books on liberal arts. Divided into different publishers, we displayed Chungaram Media's *Ask Through Tarot*, *Liberal Arts Will Answer*, *Kang Ho-in Literature*, *Science Like Cookies* and *Future Science Concert for Teenagers*; Right to Dream's *What is Digital Liberal Arts?* and *Introductory Dictionary on Cultural Content Through 100 Keywords*; Humanist's *Korean History on the Table* and *The Birth of the Democratic Republic of Korea*; East-Asia Publishing's *Why Did Oriental Art Become Literati Paintings* and *Professor Lee Jong-pil's Interstellar*, Paper Story's *The Library of the Artist* and The Forest's *I Learned Everything on Science in the Kitchen*.

#5. Children's Books: Half Moon Publishing, SangSang School, M&Kids, etc



*The Moon Rabbit, Turtle, Squid, Ask My Thoughts First,
100 People Who Brought Prestige to the World*

Germany, the land of Marchen, is also frequently called the land of children's books, but children's books from South Korea have also been increasingly receiving international praise. At the exhibition, we had Half Moon Publishing's *The Tree Dances*, which received an award at the Bologna Children's Book Fair, as well as their *Who Are You*, *One Shadow*, *The Eraser*, *10 Seconds*, *The Wall*, *When the Persimmon Tree Calls*, *The Blue Duck*, *The Moon Rabbit*, *Turtle*, *Squid*, *Yellow Boots*, *Spring Breeze* and *Gogumaguma* among some 50 books in a special exhibition. In addition to these, readers were able to browse through SangSang School's *Don't Get Angry and Speak Nicely* and *Ask My Thoughts First*; and M&Kids' *100 People Who Brought Prestige to the World* and *Women Who Changed Korea*.

#6. Linguistics: Hollym, KongnPark, Talk to Me in Korea, etc

It may be thanks to the global BTS craze, but interest in learning Korean is booming throughout Europe, and in step with this trend, we had English and German versions of Korean workbooks from publishers and institutions like Hollym, KongnPark, Talk to Me in Korea, Seoul National University, King Sejong Institute and EBS. In the case of language workbooks, German readers were able to easily order them online after those interested were introduced to Hollym's online website for German readers (www.koreanbook.de), and that for KongnPark (www.booksonkorea.com).

Spreading the Word on Korean Books, Culture through Cultural Events



A view of the opening event



A learning event for Korean (left), book reading for children (right)

The venue for this exhibition was also unique. It took place in a comprehensive cultural exhibition area in Berlin called Artist Homes (www.artist-homes.com), a former bunker used in World

War II. Korean Kim Jong-ha remodeled the location into a cultural area. We felt this exhibition not only had to inform German people about Korean books but also teach them a thing or two about South Korea through book-related art exhibitions and cultural events. At the venue, visitors were also able to enjoy a children's book art exhibition by Half Moon Publishing, Oh Ki-sa's illustrations and a photography exhibition by Kwon Hyeok-jae. At the opening event, there was a musical performance involving samulnori and pansori to introduce visitors to traditional Korean music. Through a book reading session for children, we were able to let visitors know about the excellence of South Korean children's books while at a learning event many participants were introduced to the Korean language. Author Nam In-sook was also scheduled to have a meet-and-greet with German visitors on Sept. 20. Many German visitors who were at the exhibition told staff it was their first time experiencing Korean books and showed much curiosity. The exhibition closes at the end of September.

<Information Guide on Books, Location and Miscellaneous Events>

* "K-Book in Berlin" Facebook page: www.facebook.com/kbookinberlin

EXPORT CASE

e-future, a business specializing in ELT content

Leading the Hallyu of ELT content with the highest R&D
competence

Arranged by Ji-hye Gwon



Creator of the widely-acclaimed *Smart Phonics* series, South Korean ELT (English Language Teaching) content company e-future is leaping forward as a global English education firm, beyond South Korea's sluggish English education market.

As an ELT content specializing company, e-future has been making meaningful strides in English education. I think our readers will want to know how e-future became a major ELT content provider from a country where English is not an official language.

After e-future was established in 2000, we've been developing our own English education content for learners who live in a country where English is not the native language, called EFL (English as a Foreign Language) countries. On top of this, through continuous efforts to enter markets outside South Korea, we've succeeded in exporting our *Smart Phonics* series to more than 30 countries around the world, creating a bit of our own Hallyu (Korean wave).

Smart Phonics was first released in 2003, and it was well-received by many teachers at educational institutions who had previously had to rely on imported workbooks released by famous publishers in English-speaking countries like Oxford, Cambridge and Pearson. Now, we have roughly 40 percent of the market share. From around 2008, we began our overseas marketing in earnest and started exporting our books starting with China, Japan, Taiwan, Vietnam and other Southeast Asian countries. We've exported 1,100 types of workbooks and digital content to many places around the world, including South America, the Middle East and Europe and now even regularly send employees to train teachers to 15 countries. With that, we believe we can say e-future has confirmed its position as an ELT specializing company with the highest R&D capabilities.

Publishing companies probably want to make different preparations depending on the type of ELT publication they are about to export. We are curious to know what strategies and actual steps you took to export workbooks for learning English.

In consideration of the fact that once someone chooses an educational product for themselves, they stick with it, we've been deploying aggressive marketing tactics to make sure our book exports grow effectively, and our content takes root in local markets. These tactics include educating the teachers in the countries we export to and the marketing employees at our partner companies on how to fully utilize our products and teach English effectively.

In addition, to enter new overseas markets, we have marketing employees stationed in key countries, and they carry out tasks such as book promotions in Vietnam and working very closely with PSI, an export agency, to export books to South America and the Middle East. We also set up plans to educate local teachers in our biggest export countries and execute them. In this process, we receive feedback on our books in the customer countries and reflect this feedback in our future plans for materials. We see this feedback as a very important resource in constructing our strategy for content development that will meet the needs of various markets.

Through online and offline meetings with our workers overseas, we pick up on information regarding education workbook usage trends per country, changes in education policy, and how to localize

our products. Along with this cooperation with our agents on the ground, we've been able to participate in global book fairs and expand our overseas marketing network. Not only this, but we also partake in international English conferences and implement the latest global English education trends from these events in our product development. In the case of China, where our exports have been jumping more than an average of 50 percent each year as local competition to secure the best, guaranteed foreign content intensifies. Taking note of this situation, we've given exclusive rights to sell our books, particularly the 'Phonics' series and 'Course book', to our partners there to establish strong relationships.



Various ELT books published by e-future

You've been directly exporting ELT workbooks. Is there a particular reason you've chosen to export directly instead of signing licensing contracts? We'd also like to know what kind of caveats there are in exporting books directly.

In the case of e-future, we prefer direct exporting to licensing contracts. Direct exporting leads to bigger sales, and there are many cases where licensing royalty reports can't be trusted. Last year we exported roughly \$300,000 worth of materials, and it was all through direct exports.

When you export directly, you need a good sense of how the inspection process works. To export to China, they carry out prior screening. Once this process is carried out for one ISBN, then that particular book can be exported continuously without having to be inspected again. However, after the screening process, you might need to make changes to the book. In that case, you create a sample book with the necessary changes and go through the screening process again. It's a given that the books for export must be brand new prints and countries tend to be quite sensitive when it comes to maps, so this should also be kept in mind when exporting finished products.

I guess you could say the core of e-future's competitiveness is the educational content that's specialized for EFL environments. Does e-future have a particular philosophy when it comes to English education?

As an educational institution, e-future's biggest strength is that all four founders are all former English teachers and lecturers. If we'd approached educational business from an enterprise-centric view, we would have obsessed over short-term profits and become unable to develop content that can be loved over a long period of time. By focusing on 'If we were teachers, how could we teach this easily?' and 'If we were students, how could we learn this easily and in a fun way?' we were naturally able to create high-quality content. Through this, we believe we were able to create an effective and positive learning cycle that makes it easy for students in non-English speaking countries to continue progressing in their learning. 'Workbooks that can help you learn easily and in a fun way' might sound like a simple slogan, but it is the core value and core strength we pursue.

What are some of e-future's best-performing brands in terms of books and internet content? Also, what is the source of the competitive edge that enables e-future to surpass other global companies?

The first thing that comes to mind for many of our customers when they think e-future is *Phonics*. Our *Phonics* series focuses

on the relationship between particular pronunciations and letters in English, so even learners who are seeing English for the first time can make relatively accurate pronunciations. e-future has world-class content when it comes to this type of learning, and as a result, we receive constant requests for teacher training in foreign education institutions.

We have workbooks that address everything from pronunciations to conversation like our 'Skill Book' series that has four different areas: reading, writing, speaking and listening. We also have course books for comprehensive English conversation. Our course book series for elementary school students called *Smart English* and *Hand in Hand* have seen good reactions in Asia and Central America. In the case of Graded Readers, which is a level-based English fairy tale series, it was recognized by the Extensive Reading Foundation for two years in a row in 2016 and 2017 and given prizes at their Language Learner Literature Awards, attesting to the quality our content has.



2016 LLL Awards, 2017 LLL Awards

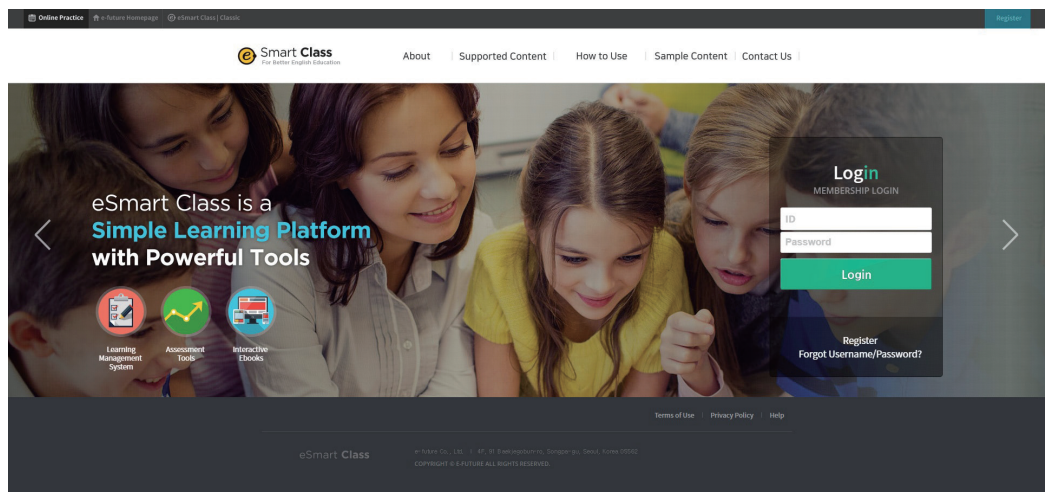


e-future participating in a book fair

In addition to these, we are providing access to our eSmartClass, an online learning website, free of charge to about 170,000 people around the world. We also provide effective e-learning support on not only personal computers but various digital devices (mobile/tablet) and applications to connect learners to e-future reading content with no physical limitations.

This was all possible because e-future has proprietary copyright. The giant global publishers famous for their educational workbooks usually outsource their content development, and this complicates copyright relationships and slows down the digitization process. However, e-future has rights to all of its content including the phonics series, course books, Readers series and online student management programs. Thanks to this we can easily adapt this content for e-books, tablet PCs and other mobile devices. This also enables us to cooperate easily and quickly with overseas smart

learning firms, which is a huge competitive edge. For instance, if we were a manufacturing firm, we would be a relatively small company of education engineers, but we have nurtured our own professional experts to create a great team, and that is what will help e-future stay competitive in the future. Currently more than half our staff work on R&D and thanks to our aggressive investment in the right experts, we have been able to establish a lineup for which we do not pay any royalties.



e-future's online learning website, eSmartClass



At a training course for Chinese teachers, students outside South Korea learning with e-future materials

e-future mainly deals with B2B projects. Could you tell us about the promotion strategies implemented to strengthen brand recognition and value?

In South Korea, very many mid-to-large education institutions like cram schools use our materials in addition to smaller after school study programs. We now have a community with 38,000 teachers around the country where they consult with each other on workbooks and curriculum. They also share their teaching strategies, and we regularly conduct free seminars that are hosted by the company and regional sales agencies.

Outside the country, we try to support teachers as much as possible by providing regular classes on teacher education with the cooperation of our distribution partners in different countries. We are trying to constantly expose our brand at conferences and book fairs, but we have been carrying out online promotion projects out of the need for bigger brand recognition in various locations. We're in the process of establishing infrastructure for global online marketing and carrying out target marketing via search engines, FaceBook, Wechat, Weibo and other social media networks in different countries. Not only this, but we're also trying to bolster our brand recognition via product introduction videos and education seminar videos posted on local social media networks and sales channels. These video resources are all tailor-made for different consumer markets and provided to our overseas partners for dissemination. We also develop e-book and digital catalogs so

our consumers can thoroughly look through our sample pages even if they're not in South Korea.

Lastly, what are e-future's vision and plans going forward?

After realizing years ago that the South Korean education market was on course for stagnation due to declining birth rates, e-future has been training its efforts on entering new markets elsewhere. This is why we have various strategic deals with businesses in countries like China, Vietnam and Japan. Recently, we have been able to enjoy the fruits of those efforts, and our business model is rapidly transitioning from a conventional publication-focused one to a content provider model.

In addition to these efforts, we are in the middle of many preparations for new growth in the era of the 4th industrial revolution, like joint development of an AI speaker with key content from e-future. Through persistent content development and platform expansion, we have a plan to reach \$10 million in exports within the next five years and become the 'hidden champion' in the global English content industry as we're already the top company in the industry headquartered in an EFL country. e-future will play a leadership role in making sure children from EFL countries, including South Korea, can receive proper education in English and grow to be competitive global people of talent.

BOOK TRIP

Busan

A City You Meet by walking its streets and crossing its bridges

Written by Jeong Hwanjeong



Busan. Frequently referred to as 'the second-largest city in South Korea' but these words don't do the city justice. Of course, when it comes to objective data like population or the size of the economy, the description is true, but it would be regretful to leave the city's

description at that single sentence, as Busan has its own unique culture. That uniqueness only grows in the oldest parts of the city. This is why one should walk through the streets and cross bridges to take a true look at Busan.

Travel into layers of time

For the longest time, Busan served more as an industrial city than a travel destination. It is a port city that leads to the Pacific Ocean, so from long ago, the city was always first to experience new things, and South Korea's shipments for export always found themselves there. Therefore, whenever broadcasting stations needed video footage for trade-related issues, Busan would usually be their top pick. From the time shortly after the Korean War when the country was desperate to sell all that it could until now, when South Korea's BTS is being compared to the Beatles, South Korea's economic ebb and flow has been measurable through the shipments that pass through Busan.

This location where the real economy could be seen is now transforming into a tourist spot. This is largely thanks to the fact that the content Busan has to offer is now in its prime. Perhaps it is because of this, visitors to Busan make a beeline for the crowded alleys of Bosu-dong. There, a very old story that started during the time of the Korean War is continuing today.



Bosu-dong Bookstore Alley Culture Center



Views from the alleys of Bosu-dong

Bosu-dong is located close to Nampo-dong, the center of old downtown Busan, and Busan's biggest fish market, Jagalchi Market. Just across the way is Gukje Market, the name of which is shared by a Korean movie that attracted more than 10 million moviegoers. The convenient location is helpful for visitors planning their itineraries. Just because these tourist spots are nestled close by does not mean they are similar to one another. Nampo-dong has stores with long histories as well as franchise shops while Jagalchi Market and Gukje Market have all you can imagine. However,

Bosu-dong has something these locations do not. Secondhand books.

Secondhand books have been bought and sold in Bosu-dong since the Korean War. Overwhelmed by the military forces from North Korea, Busan became the South's temporary capital and those who had fled to the port city scrambled to make ends meet. One married couple who had brought their belongings from South Hamkyong Province in the North started selling used magazines in Bosu-dong, and others who wished to sell their books started gathering.

There were students among the war-stricken in Busan. Students of all ages listened to classes under tents. Moreover, what they needed most was books. The number of bookstores in Bosu-dong jumped sharply. The bookstore alley that had formed also became an important location to the artists who had gathered in Busan. Through the magazines and other content acquired from U.S. military forces, they were exposed to culture and information they had not been able to access before. Bosu-dong thrived into the 1980s.

However, as it entered the 1990s, demand for secondhand books eked out. There were other ways for people to access content and people were reading fewer books. To overcome this lull in business, the shop owners who had defended their spots for more than 30 years took a different approach. In addition to selling used books, they started hosting a variety of different events like music performances, book readings and photo exhibitions in Bosu-dong. It was in a way, an expression of pride by those who were doing

business in the oldest and most cultural part of Busan.

People started coming back to Bosu-dong to observe these new events and realized the stores themselves were unique locations to seek out, as they had stood the test of time. Eventually, Bosu-dong Bookstore Alley became the tourist location it is today, with more people visiting and more stores to accommodate them like craft shops, photography studios and calligraphy studios.



A photo studio inside Bosu-dong Bookstore Alley (left),
the exterior of Nangdok Seojeom Sijip (right)

Of course, the secondhand bookstores of yore are still carrying out their roles. In the case of stores that specialize in antique books, some of them have books very difficult to find elsewhere. Those who have stayed in Bosu-dong for a long time say some books that are better-deemed treasure than antiques often change hands in the neighborhood. This is why it is not a strange thing to find elderly men walking the streets of Bosu-dong with a careful look in their eyes, as if they are on an expedition.

One special experience one can have in Bosu-dong is seeking out past books that they loved. Photographer Yoon Gwang-jun's A

Well Taken Photograph (Woongjin.com) is one of the books that can easily be found in Bosu-dong. Yoon was very popular when the digital camera was in vogue. Today, smartphone camera users easily outnumber digital camera users, but the act of taking photographs is the same, so the book's content is still valid to many. The books most loved in Bosu-dong would be book sets for children. Especially the *Why* (Yerimdang) series, *Magic Thousand Character Classic* (Owl Book) and *The Surviving Series* (Mirae&Iseum). These books usually make visiting families stop in their tracks, according to the shop owners there. Thanks to books like these, the alleys are usually crowded with all sorts of different people. The popularity can also be attributed to the patience of those who stood guard in the town for decades, and the history of the area itself.

In search of a different Busan within Busan

Even those familiar with most of Busan's must-visit locations might find Yeongdo unfamiliar. Mention Taejongdae and Sinseondae, they may strike a note of recognition, but it is rare finding someone who knows Yeongdo very well where these two vantage spots lie.

Yeong-do consists of Busan's old city center and a bridge, spanning 12 square kilometers. From a long time ago, the location was home to shipbuilders and machinery shops building or repairing ships and boats. Most Busan residents view Yeongdo as a rundown location within the city due to the haphazard residences and streets that were created by Jeju residents who fled the island during the

Jeju Uprising that began on April 3, 1948, and other mainlanders who were fleeing the fallout from the Korean War. This location, which was artificially and naturally created at the same time, is now being sought out by tourists.

Yeongdo's most famous location would be the Jeoryeong walkway. The walkway sprawls along the coastline, enabling visitors to experience Busan's blue beaches up close, and stairs that lead from the walkway offer entry into the Huinnyeoul Culture Village.



Views of Huinnyeoul Culture Village

The village was named after the streams flowing from the highest peak in Yeong-do, Bongrae Mountain, which reminded people of snow. In spite of its poetic name, the village found itself in a swift decline, as quickly as it had been established.

Houses were abandoned, and a chaotic air took hold of the village. In 2011, changes started taking place. Abandoned houses were remodeled and rented to regional artists. The work by the artists seeped into the lives of the existing residents of the village, and surprising changes occurred. The aged history of the village and new inspirations from the artists created an unprecedented light

that was as brilliant and bright as ocean waves under the sun.

Stories about the village can be found in detail inside Lee Bo-ra's novel *Huinnyeoul Road* (Cheongeo). In the novel are illustrated the stories of conflict and reconciliation of the residents of Busan and Yeongdo, who can be found in Jagalchi Market, Yeongdo Bridge, Huinnyeoul Village and Bongrae Mountain. The depictions are so alive that readers can feel they are there with the characters. The CEO of Busan Bus Tour Son Min-soo is known for his expertise introduces locations throughout Busan including Huinnyeoul Village in his book *Sanbok Road Ibagu* (Indie Paper), giving readers a taste of the 'real Busan'. The book is chock full of information rarely found in other travel books on the city, making it a must-read for those planning to visit Busan.

Cafes are the perfect locations to settle down with a good book. In addition, there is no shortage of nice cafes in Yeongdo. One downside would be that the cafes are too nice, making it difficult for patrons to concentrate on their books.

Views beyond imagination

When one hears the name 'Sinki Saneop', one can easily imagine a loud, steely noise echoing through a dark area, like a factory. Moreover, if that name is accompanied by the information that it is located in Yeongdo, one's imagination is reinforced with the thought that whatever the name is for, it probably is not very large. However, after a persistent hike up a hill, a wonderful cafe comes into view, where visitors can see the ocean and all of Busan beyond it.

The view through the large windows of Cafe Sinki is quite dramatic. Sitting inside the cafe with a cup of coffee sitting in front of you with no thoughts running through your mind might be the best experience during your trip to Busan and Yeongdo.



The interior and exterior of Cafe Sinki

Sinki Saneop began as a company making bells. It expanded its business to include steel office goods and currently, it creates goods that use the images of famous illustration characters like Moomin and Miffy. Cafe Sinki was initially planned for company workers only, but word got out about the view from the café, and non-company workers started visiting. So many sought out the cafe that it was eventually opened to the public. Due to this, the location is now a landmark for not only Yeongdo but Busan after opening its

doors in 2016.

The company's store in front of the cafe is where visitors can browse through the company's goods as well as books. The place was formerly a residential house, and its unique book selections are enough to pique anyone's interest. Books from independent publishers like UU Press (www.facebook.com/uupress) and Itta (itta.co.kr) form a curious harmony within the store.

Books from independent publishers can also be found elsewhere. Since 2016 in Yeongdo, the 'From the Makers Art Book Fair' is held annually, with the focus on independent publishing. Publications from independent publishers inside and outside South Korea can be found there, in addition to personnel from independent publishers in Busan. Authors who write a variety of books appear at the fair to speak to readers. The location is 178 Bongraenaru-ro, Yeongdo-gu. This year, it was held on Aug. 24 to 25 from 3 pm to 9 pm with no entrance fee. Those who missed the event this year can find information on it and independent publishing at the official website (fromthemakers.kr).

Another unique location is Kangkangee Art Village. Kangkangee Art Village refers to the Daepeyongdong area where ship repair shops were clustered together. The name is an onomatopoeia of the sound of hammers on steel at the shops. This area was home to the first powerboat in South Korea. Now, it has been colored over, and the village creates new content under a new name, Kangkangee Art Village.

The industrial zone, which could have easily stayed drab, is colorful

and draws visitors and tourists. The boats used for art village tours have also been painted in all sorts of colors, increasing the fun for partakers. One location in particular inside the art village called etc. is a symbolic location, currently operating as a studio/cafe transformed from its former self as a repair warehouse.

The cafe is tucked away between ship repair shops and stands out like a sore thumb. Its location makes it seem like an island in the middle of the sea, but it is because of this that the cafe is so popular. People seek out the uniqueness amid the cacophony and the antique items being sold inside the cafe reflect its identity. Time at etc. and Kangkangee Art Village flows differently although it doesn't have a foreign atmosphere. Rather, it strengthens the atmosphere it lives within. One is reminded of the strength that spaces can have when visiting Kangkangee Art Village.

Back across the bridge, into the village of liberal arts

One of the roads that lead to Haeundae, Namcheondong, was one of Busan's representative well-to-do neighborhoods. The neighborhood was popular because of its location close to Haeundae Beach and its large apartment complexes, but now that crown has been passed onto Haeundae. However, a source of pride still lies within Namcheongdong. That would be Indigo Seowon, a liberal arts bookstore. It's one of a kind, with few like it in South Korea.

Indigo Seowon first opened in September 2004. The creator of the bookstore, Heo A-ram had been operating an essay writing cram

school nearby the bookstore's current location. After realizing there was a need for a space for Korean youths to study liberal arts, Heo designed the bookstore personally. Heo was later awarded the Korea Youth Award, usually given to those who bring about positive change in South Korean society.

At first, the bookstore mainly had books for adolescents, but today on the first floor are books for elementary school students and the second floor are filled with books for older youths. Heo said the bookstore was created with hopes that a good society could be created if children approached books freely from a young age. Those hopes were recorded in books published by Indigo Seowon. *Owner of Destiny, Captain of the Soul* (Indigo Seowon) is a record of heated discussions that were held inside the beautiful bookstore. *This I Believe In* (Indigo Seowon) is about stories and beliefs of the children, office workers, homemakers and other ordinary people who met books and the world at the bookstore. A publication for youths on liberal arts called *INDIGOing* has stories on today's generation and society told from the viewpoints of adolescents through a liberal arts lens.

The bookstore also recommends good books for reading. In the case of August, the bookstore's recommendations included *Kind Discrimination* (Changbi), which delves into how people take privilege as a given and justify discrimination and how we can resolve this. Chang Kang-myung's novel *The Alive* (Minumsa) which addresses labor in South Korea and economic issues was also on the list along with *Walk Through Northern Europe Liberal*

Arts (Miraebook), which takes a look at northern Europe through a liberal arts point of view. Other picks can be found on the bookstore's website (www.indigoground.net).

The bookstore dreams of becoming a location where deliberations and discussions can be held, beyond its current role where people buy books. This is why it was named 'seowon', and one would do well in heeding advice to set aside enough time to visit the store.



The interior and exterior of Indigo Seowon

As mentioned above, Busan is too big a city to be confined to just the term, 'second largest city in South Korea'. Extensive stories that cannot be found elsewhere and unimaginably wonderful changes are taking place even today. A visit to Busan is warranted should one wish to find new culture in a familiar city.

KOREAN PUBLISHERS

East-Asia Publishing

Aiming for the popularization of culture

Arranged by Choi Hyo-jun

Cultural sciences, social sciences and natural sciences are all, when taken from a broad point of view, part of liberal arts. East-Asia Publishing Co. is a South Korean publisher that focuses on turning these fields of science into culture. Rather than just acting as a publishing archive, East-Asia Publishing says it is constantly working to set the agenda and create trends for the publishing industry by finding common ground with the public. The following article details the goals and plans for East-Asia Publishing where communication with readers is of utmost importance.

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East-Asia Publishing, Hubble

Could you introduce East-Asia Publishing to our webzine readers?

Established in 1998, East-Asia Publishing has produced over 200 books in a variety of genres including natural sciences, cultural sciences, social sciences, history and philosophy. Many books from East-Asia Publishing have gone on to become bestsellers and receive attention from the public thanks to media attention and book reviews. East-Asia Publishing aims for the popularization of culture, especially the field of natural sciences, and we are continuing efforts to find common ground with the public from that aspect. We have managed to be included in annual book recommendation lists published by the media every year and on top of this, we are also very proud of our science magazine *MAKERS* that includes DIY kits, as well as our science fiction literature brand, Hubble.

Could we ask you about East-Asia Publishing's representative works that have been the most popular with readers?



Making Hope out of Sorrow: Asking Social Responsibility for Illnesses to Achieve Health, Strange Ideology of 'Normal' Family

The very first one that comes to mind would be Professor Kim Seung-sup's *Making Hope out of Sorrow: Asking Social Responsibility for Illnesses to Achieve Health*. This book was the talk of the media after it was published in 2017, selected as the book of the year and recognized at the Korea Book Awards. Through data, this book uses social dynamics to discover the social and political reasons behind diseases and also tells readers how social wounds like hate, discrimination and job insecurity can affect our bodies.

Second, we would like to introduce your readers to Kim Hee-kyung's *Strange Ideology of 'Normal' Family*, also selected as book of the year in 2017. Recently, South Korean President Moon Jae-in sent words of encouragement to the publisher after reading this book, making it even more famous. This book tries to view the

problems of the world that our families and family-centric thinking cause by focusing on children, who are most vulnerable when it comes to families.



Tremolo and Echo, Mathematics Concert Plus



Inventing Temperature, Linked: The New Science of Networks, Life 3.0: Being Human in the Age of Artificial Intelligence

Aside these, we'd like to shed light on *Tremolo and Echo* by Professor Kim Sang-wook, who enjoys leading readers to think about the meaning of life, death and the world through a new lens with the language of physics. There is also *Mathematics Concert*

Plus by Professor Park Kyung-mee, which shows math isn't just a subject learned through textbooks by introducing math in literature, science, music, art, history, society, sports and everyday life.

Among our translated works, there would be *Inventing Temperature* by Hasok Chang, Hans Rausing professor of history and philosophy of science at Cambridge University. *Inventing Temperature* sees science as a culture of its own, one that has exchanges with art and liberal arts like history and philosophy. The book provides a point of view that surpasses conventional educational means and pushes beyond existing limits of learning. Other translated books published through our company would be Albert-Laszlo's *Linked: The New Science of Networks* that addresses how networks are born and later evolve, and Max Tegmark's *Life 3.0: Being Human in the Age of Artificial Intelligence* that deals with humankind in the age of artificial intelligence and the future of life.

I guess it is not surprising to see many books about science among your publications and readers were as equally interested in books regarding science, it seems. What would be East-Asia Publishing's competitive edge when it comes to books with scientific content?

The reason we consistently maintain our interest in science is the fact that we view discourse on science as an extension of liberal arts studies or culture. Due to reductionism for the past 200 years, the paths of learning have diverged to a point where it is currently

very complicated, but in ancient Greece or during the Age of the Renaissance, philosophers at the time were mathematicians, artists and scientists all at the same time. Ultimately, we believe science lives in the depths of basic culture carried within human minds. Especially, when communication and consilience are demanded between all educational systems today, we believe liberal arts viewed through a scientific lens is the basis of that culture. East-Asia Publishing's books have wide horizons that see science from a liberal arts or social science point of view. It is likely because of this that East-Asia Publishing was able to create so many bestsellers in a variety of different genres and receive much attention from the media and book reviewers.

Are there any values the company specifically stresses when it comes to publishing books?

Our company focuses on the here and now. We don't chase trends but rather create them. This is why we choose not to solely focus on science but also humanities, society, philosophy, history and economics. This is always a difficult task, but we try to create books of quality that will appeal to the public.

The publishing company also has a magazine called *MAKERS*. You mentioned earlier that with the magazine comes an experience kit that helps readers understand the principles of science. It is safe to presume these kits aim to help readers experience basic scientific principles with things they can make with their hands in addition to reading about science. Could you tell us how you came about creating the magazine?



MAKERS series

As you said, *MAKERS* is a science kit magazine. Reading about science in books is incomparable to experiencing something with your own hands. By presenting a direct experience with the kit, *MAKERS* provides the joy of knowledge previously learned through books becoming one's own. From years ago, people have been seeking out opportunities to make things. This includes taking things apart, hacking them, creating things that didn't exist before and absorbing knowledge when it's needed. We took this idea of self-led learning and put it into our kits, into the process

of digesting scientific principles. Some of our readers now even create unique works of their own with our kits, going beyond what's provided in the manual. *MAKERS* is currently popular among ordinary people who like to make things, as well as educational facilities like schools and cram schools.

East-Asia Publishing's imprint Hubble published its first book in 2016, *1st Korea SF Award: Collections of Award-Winning Stories*. We are aware this was the first such award for science fiction in a decade. Please tell our readers how you came about working with science fiction and how you came to that decision to publish related books.

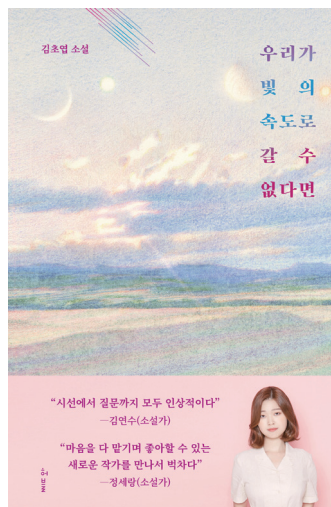


1st , 2nd, 3rd Korea SF Award: Collections of Award-Winning Stories

Like we said previously, East-Asia Publishing has led the field in turning science into a culture and tried to sway social discourse towards scientific thinking. Literary discourse changes based on the flow of the times, and we were able to sense that literature that focuses on scientific thinking would be the new trend. We

also decided science fiction would be an excellent way for us to communicate to readers who love cultural science and connect them to us. Just as we were about to embark down this path we were contacted by MoneyToday, a South Korean media company that created the Korea SF Award, to publish *Korea SF Award: Collections of Award-Winning Stories*. It was just a great opportunity for us as we were thinking of creating a new science fiction brand, and we seized that opportunity.

Among Hubble's books, reviews for Kim Cho-yeop's *If We Cannot Move at the Speed of Light* have been stellar. Why do you think that has been so?



If We Cannot Move at the Speed of Light

One of the reasons why the book has become so popular, we think, is the atmosphere of the story. Kim's books have this lonely but beautiful atmosphere to them, and this seems to flow through the seven short stories in her book. The characters that live in Kim's

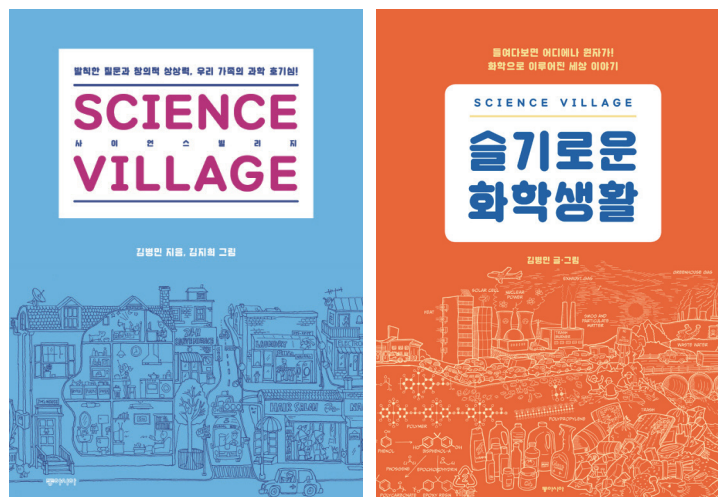
literary world are beautiful and pure, but they do not stay naive. They face reality when met with sadness and pain and move forward. Kim's book seems to draw readers in as its characters go back and forth between weakness and strength, insiders and outsiders, disabled and non-disabled. Also, the world created with Kim's science fiction-minded imagination is wonderful enough, but it also has something missing. We think this actually reminds readers of the world today when looking at that world created in the future. Above anything else, it is a novel that has power, and that is likely to have helped the book draw readers, surpassing any genre-related boundaries.

South Korea's literature market is growing smaller, but Hubble decided to jump into that market at this time. What is Hubble's forecast for South Korea's science fiction market?

It's true there are fewer readers who read literary fiction. However, we feel there is an empty space in terms of entertainment, which only literature can fill, so we don't think readers have left us forever. Rather, we believe readers are moving from literary fiction to genre fiction steadily. South Korea's literary fiction is fun for sure, but we think there is now a gap between what readers want to read for fun and the fun that literary fiction has. And readers who were looking for books to fill that gap are filling it with science fiction, which is close to literary fiction even among genre fiction books. For the past decade or so, readers have tested existing science fiction.

Thankfully, the genre has developed in South Korea on the whole and considering the tough times the genre has had to endure, we feel the science fiction market has enough potential. And also, Hubble's hopes are high science fiction will act as a new driving force for South Korea's literary market.

Are there any books you feel should be introduced to foreign readers outside South Korea?



Science Village, Science Village: A Wish Chemical Life

We recommend *Science Village* and *Science Village: A Wish Chemical Life*. These books are in the form of stories a father is telling his son. In the first book, the two go beyond the boundaries of academic physics, chemistry and earth science and question things around them and learn. They also talk, imagine things and find understanding between themselves. By wandering through places in their neighborhood like other houses, a school, supermarket and movie theater, they find questions and grow

internally by finding answers to those questions. *Science Village* is a place where everyone - adults, children, parents - can imagine and ask questions. The second book is about chemistry. Chemical substances are things that can affect not only our lives but the future of mankind. To give up on learning about these substances is to give up on your responsibility towards yourself, on your future and on mankind in a certain meaning. This book gives readers the ability to look at their whereabouts with the knowledge of chemistry in order to live this day and age wisely.

Can you tell us what the future plans and goals of East-Asia Publishing and Hubble are?

East-Asia Publishing has lots of expertise regarding disseminating information to as many people as possible through various means, like the media and online bookstores. We have had continuous success with informing the public and our readers about our books through book reviews in the media and promotion efforts on online bookstore websites. Currently, scientific thinking, which we can say is this age's discourse, stands at the center of liberal arts thinking. Our strength is to send that message to the public and communicate with them. And we vow to continue doing that, as we have, at the head of the pack.



Ninefox Gambit

Hubble has much interest in science fiction works that have comparatively less public interest. We wish to become a steady force of growth for South Korea's science fiction market by discovering new science fiction writers through the Korea SF Awards. This shouldn't end as a one-time event either - we aim to hone our efforts in fostering young talent who can continue writing books, like Kim Cho-yeop, who received much attention from readers in 2019. This doesn't mean our interests are confined to the physical boundaries of our country. We plan to continue our search for wonderful works of writing inside and outside South Korea that have yet to be recognized, like Yoon Ha Lee's *Ninefox Gambit*. By introducing these types of high-quality science fiction books and making them into bestsellers we wish to erase the border between literary fiction and fiction writing, getting rid of literature 'minorities'.

KOREAN AUTHORS

Wookwan Sunim

Introduction to Korean temple food

Arranged by Jeon Hye-young

'Where did this food come from?'

Temple food refers to food cooked to capture the original taste from ingredients usually grown in Buddhist temples or found in nature. Temple food is special even in South Korea. To meet temple food is to go beyond the act of eating and think about where the ingredients came from and how the food was made. It is to realize the preciousness of food. Right now, when so many people have much interest in the preservation of humankind and protecting nature, Korean temple food is finding its place as a cultural element as it opens up a new view into food.

Wookwan sunim is an expert on South Korea's temple food. It may seem strange to see the suffix 'food expert' attached to a Buddhist nun's name, but it is not that strange when you consider

in Buddhism, growing food, cooking it, eating it and cleaning up is all part of asceticism. Wookwan's temple food and the stories in her food are popular among non-Buddhists as well. Her philosophy towards food is 'as the many waters of the world flow into the ocean to become one taste, all the flavors embrace to become the taste of enlightenment', and perhaps it was because this philosophy is embodied in her food that many people seek it out.

Until now, Wookwan has published three books on temple food and her philosophy on food. Her third book, *Wookwan's Korean Temple Food* was the first to be translated into English and awarded a silver medal in the cooking book category by the U.S.-based Independent Book Publishers Association (IBPA). Korean temple food and Wookwan's book, which could have been easily disregarded as purely Korean, have sparked interest amongst readers in the United States. We met with Wookwan to listen to the story inside her book and the stories she wishes to tell going forward.



Wookwan sunim, you are the head sunim of Gameunsa and an author of temple food books. Usually when you think of Buddhist monks, you picture their asceticism for enlightenment. It must have been a difficult decision to publish cookbooks as an author given this fact.

While I was giving lectures at Dongguk University (a South Korean university established by Buddhist institutes) in 2012, a publisher approached me about writing a book. I hesitated when I first received the offer because I thought it was shameful for one in my position to write a cookbook when I was supposed to write poems from the heart about enlightenment. However, at the end of my hesitation, I decided to write a cookbook, and because I thought it would be my first and last, I tried to include as many recipes as I could. Therefore, my first book, *Wookwan Sunim's Temple Food with a Mother's Touch* (Stylebooks) ended up this thick book with over 230 recipes.

Three years after the publication of your first book, your second book *Wookwan Sunim's The Tsate of Awakening* (Lamp on the Moon) was released in 2016. You must have had a change of heart after publishing your first book.

Three years following the release of my first book, two publishers approached me about another book, and I was contemplating what to do. Around that time, the photographer who helped me with my first book, Moon Duk-gwan, requested he wanted

to publish a temple food book with me at his newly established publishing company. I trusted him and his work and agreed. Also, after publishing my first book, I changed my thinking to focus on communicating with people of the world through my lectures and ended up joyfully working on my books because I realized they were what the world and its people wanted, and it was useful to them.



Wookwan Sunim's Temple Food with a Mother's Touch, Wookwan Sunim's The Taste of Awakening

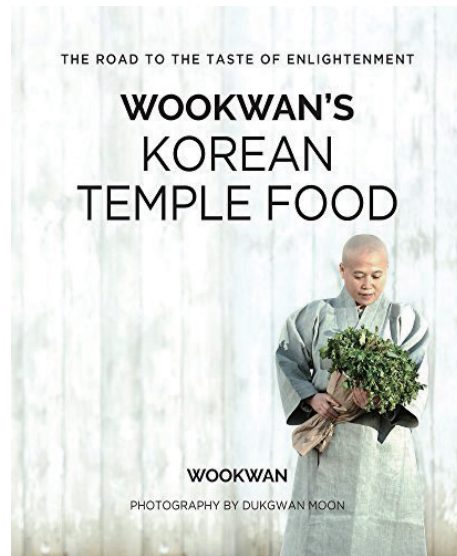
The two books we mentioned, *Wookwan Sunim's Temple Food with a Mother's Touch* and *Wookwan Sunim's The Taste of Awakening* were both books on temple food released in South Korea. Although they have the same theme that is temple food, I am guessing there is a difference in the message you are sending to readers. What are the meanings the books have?

When I first released *Wookwan Sunim's Temple Food with a Mother's Touch*, I introduced ingredients that were easy to come

by for most people and easy cooking methods. It was because I wanted people to have healthy food on their table they could make easily, and through that, they could improve their eating habits. *Wookwan Sunim's The Tsate of Awakening* was the opposite: it had ingredients that were hard to find. I wanted to tell people some grasses that could easily be seen in the mountains were not blades to be trampled but rather, healthy ingredients for food that were edible.

We are aware that you take part in lectures quite often inside and outside South Korea to teach temple food. Temple food can't be limited to just cooking style, so it must be difficult to describe. How do you describe temple food to overseas audiences?

Temple food is not just about chasing after flavor and eating it. One should be thankful for the effort that went into bringing the ingredients to them and cook it with minimum seasoning with no thoughtless waste created. It is a meal to be thanked and shared with others. It is an ascetic practice; it is frugal food, and it is equal for all. We stress three virtues when cooking it. These would be cleanliness, flexibility and adherence to teachings when it comes to ingredients or cooking style. Only when the person who does the cooking and the person who eats the food has all three of these virtues does the food become useful to the mind and body.



Wookwan's Korean Temple Food

In May 2018, your first English cookbook *Wookwan's Korean Temple Food* was published in the United States. We're curious about the story behind that cookbook.

In 2010, the cultural department of the Jogye Order in South Korea sent me to New York to spread awareness on Korean Buddhism at the '2010 Experience Korean Cuisine' event. I was there as a temple food expert. At that time, I visited the Culinary Institute of America (CIA) and also stopped by their library. It was saddening to see there were almost no Korean cookbooks. It occurred to me that I should write a book on Korean food and temple food. Time passed, and I was back in New York at the invitation of the Korean Cultural Center there in December 2017. There someone who worked with temple food offered me a deal on an English cookbook. I had always thought of this as an undertaking I would have to do eventually since that visit to the CIA in 2010, and there was no hesitation then.

We moved quickly, and the book was published in May 2018. The book not only has recipes but also brings together the mentality and philosophy of temple food. I also tried to introduce the most symbolic and basic temple food there is.

We are quite proud of the fact that you were able to highlight Korean temple food in the United States. However, many there are likely unfamiliar with the topic. What was the reaction like in the United States?

I was aware that various people were interested in temple food after it was introduced in the United States and Europe, but the reaction was palpable only after I held a book concert in the United States and the United Kingdom. I felt my work had been worthwhile when people came to me and thanked me for introducing recipes that were easy to follow. There were even three to four people who said I should open temple food restaurants with them in Manhattan.
(laughs)

In April 2019, *Wookwan's Korean Temple Food* was awarded the silver medal at the Benjamin Franklin Awards at the IBPA under the cookbook category. The thought you put into the cookbook must have touched them. How did you feel?

I was grateful and thankful that people who had no connection to me appreciated my work as I had written the book with my utmost

efforts in mid-winter. I would like to offer a word of gratitude for everyone who now shares that beautiful relationship with me.

You are an ascetic, and as part of your asceticism, you are taking part in a number of activities to spread the word on the meaning inside temple food. Among those, publishing books is an excellent way to disseminate your thoughts. Please tell us about your personal philosophy or faith that you include in your books.

It's difficult to include much philosophy or faith in cookbooks, but the difference in cooking techniques can be an act of faith. In my everyday life, I cut out the complicated and cumbersome and live simply. As a result, my attitude towards food is also simple. With ingredients that are in season and easy cooking techniques combined with the right seasoning, you can be free of the complications of cooking, even just a little bit. In addition, if you add sincerity into your food, your table will be one to keep your family and neighborhood sustained.

Are there more books planned? What kind of books would you like to write next?

They say one's habits at age three stay with you until 80. Your tastes when you are young are saved in your mind until you become an adult. Palates at a very young age, as an infant or child, are very important so I am now thinking of a cookbook about feeding

infants, toddlers and children. This is in order for them to become accustomed to healthy food so they can have healthy eating habits as adults. I would also like to write a book for those who are suffering from illnesses like high blood pressure and diabetes so they can have healthy eating habits. And I also have a small dream of publishing a poetry collection someday.

Publishing Industry

Social media, or word-of-mouth marketing a must-have for one-person publishing companies

Written by Kang Il-yong (Reporter at Aju Business Daily)

The publishing industry has turned downward as smartphones provide increasingly more means of entertainment, but on the other hand, there are those in the industry who are rejoicing thanks to the boons social media and mobile marketing have brought them. These would be one-person publishing companies, often referred to as the startups of the publishing industry.

According to KPIPA, one-person publishers are small publishing companies that employ four or fewer workers. Usually at these establishments, the head of the company is in charge of planning, reach out efforts to authors, manuscript requests, editing, designing, binding, distribution, circulation and promoting - basically all the steps required to create and sell books. After the 2000s with the decline of reading rates and rise of the internet and

smartphones, the growth of the publishing industry was blunted, and now, these small publishing companies are the norm for the industry.

Today's one-person publishers are different from previous small establishments in the fact they have targeted niche markets and solidified their positions with high-quality planning, aesthetically pleasing editing and direct communication with readers via social media networks as their competitive edge. After 2017, these one-person publishers are flexing their muscles, showing off their competency with many of their books now bestsellers.

More one-person publishing companies are opening because the market is easy to enter. All one is required to do is register at a regional district or city office. A separate office address isn't mandatory - a home address will suffice. The cost of publishing a single publication may vary by book, but usually, it costs 10 million won to release one book. Due to the rapid increase in these small publishers, it is difficult to keep accurate track of their count, but the consensus is that there are around 6,000 one-person publishers in South Korea as of 2019.

Compared to large publishing houses that have ample funds, one-person publishers aim for maximum effect with minimum spending. This is why they spend much of their effort on word-of-mouth marketing using social media and other mobile channels in addition to conventional means of marketing like the media and displays in mortar-and-brick bookstores.

One leading example of social media marketing would be email

marketing and book review marketing. One publishing industry expert says forming relationships with readers through email and social media after analyzing where key readers of one's books are is the basis of all one-person publishers' business.

In the case of reader book review marketing, reviews on popular blogs on portal operators like Naver and Daum used to be the main trend, but those blogs have since lost their trust with the public and are no longer seen as effective as before. Currently, book review marketing is more focused on reviews on other social media. For these, publishers either recruit reviewers on their official social media websites or approach social media influencers first and ask them for a review.

Marketing on YouTube is also popular currently for book reviews. YouTubers already famous for book reviews are approached by publishers to be featured on their channels. Due to cost restraints, one-person publishers usually reach out to budding YouTubers with subscribers between 10,000 and 50,000 as working with YouTubers with more than 100,000 subscribers requires substantial payment.

To understand how these marketing efforts on social media are accepted in the industry, we spoke with UU Press' CEO Cho Sang-wook. UU Press is one of the country's more well-known one-person publishers with several bestsellers under its belt, including *Is My Sentence That Strange?*, *Words of Attitude* and *Words of Writing*. *Is My Sentence That Strange?* was especially popular among readers, selling over 70,000 copies.



Is My Sentence That Strange?, Words of Attitude, Words of Writing

When it was first established in January 2012, UU Press had one CEO and one editor. Now it has four people, with two editors and one marketer. Despite its small size, the publisher has engaged in social media marketing on websites like Facebook, Instagram and Twitter since its establishment to boost book sales.

When prompted as to how much social media marketing has contributed to UU Press' book sales, Cho said it was difficult to know exactly how much although the effects have been visible. "When retweets about a book on Twitter grow, we've seen book sales increase in tandem. When that happens, we think, 'our social media marketing has had an effect,'" Cho said.

Cho added it's important for one-person publishers to begin social media marketing and keep at it consistently to inform readers about books, when asked why UU Press forges on with social media marketing despite limitations. "One-person publishers should do all they can to boost book sales. In order to sell more books, one has to give as much information as they can to readers. Social media marketing is the only marketing strategy that can be used by

everyone at a low cost," Cho said.

As for the key differences between social media marketing and marketing in mortar-and-brick stores, Cho said for one-person publishers, online bookstores are their main marketing channels while social media is a supplemental marketing channel. For now, online bookstore marketing leads to more sales, he said. This is because people who visit online bookstore websites are usually there to buy books and social media marketing should also be carried out targeting specific readers who will actually buy books.

Publishing Policy

Discussions on public lending rights and tasks ahead

Written by Park Ik-soon (Korean Publishing and Copyright Research Institute)

Public lending rights (PLR) refer to the rights authors, and other original content creators have in regards to books that are loaned to the public by institutions like public libraries. PLR is a credit-type right to claim compensation in order to make up for losses the content creator may face due to the lending of their book by libraries to the public. It is not a real proprietary right that has the power to permit or ban the use of the published work itself.

Countries that have adopted PLR

PLR was first adopted by Denmark in 1946 and enforced by other European countries slowly after then. As of August 2019, 33 countries around the world have implemented this program (some state 35 countries currently have PLR in place when including the Faroe Islands and Greece, but the Faroe Islands are part of the Kingdom of Denmark and not a member of the United Nations, rendering them difficult to see as a separate country, while Greece has been mired in multi-year-long discussions over minor details regarding the policy). Out of these countries, 29 are in Europe while the remaining four are New Zealand, Australia, Canada and Israel. Nearly all the countries that have PLR are in Europe because the program implementation was made mandatory as part of a European Community (EC) agreement back in 1992 involving rights to lease and loan. Even after the European Union was established, the program was kept more or less the same under a revamped agreement.

Out of the 28 member countries of the EU where PLR is mandatory, 24 countries currently enforce it with the exception of Greece, Romania, Bulgaria and Portugal. Regarding this, PLR International (PLRi) and the International Authors Forum have been seeking ways to adopt this program in those four countries, where no compensation is given to authors of books in public libraries.

Among the 36 member countries of the Organization for Economic Cooperation and Development (OECD), 27 countries have PLR

in place with the exception of Greece, South Korea, Mexico, the United States, Switzerland, Japan, Chile, Turkey and Portugal.



The logo and website for PLR International

Details on PLR programs and current status

The details of PLR programs adopted by individual countries and how they have been implemented all vary, in terms of legal grounds on which compensation is provided for public lending of books, compensation recipients, the source of funds for compensation, the scope of libraries that fall under the program, books that are subject to PLR and general rules on compensation-setting. Below is a table on the PLR programs in Germany, the United Kingdom and France, which all have publishing markets of substantial size.

<Table> Comparisons of PLR programs in Germany, the U.K. and France

	Germany	UK	France
Introduction period/ Implementation period	1972/1973	1979/1982	2003/2006
Legal basis	Copyright law	Public lending law	Intellectual property law
Subject materials	All books, audiobooks, audio-visual materials	Books (audiobooks, e-books included as of July 1, 2018)	Books
Institutions	Public libraries, university libraries, special libraries	Public libraries	Public libraries
Selection standards	Number of times material is borrowed	Number of times material is borrowed	(a) Number of purchased copies (b) Number of library users
Compensation sources	Federal government 10%, Regional government 90%	Central government	(a) 6% of funds used for library book purchases (VAT excluded) (b) Central government budget
Management	Managing associations (8)	British Library	SOFIA
Levy and distribution	Library compensation center (ZBT)	British Library	(a) Book suppliers pay funds to managing groups per library instructions
Compensation recipients	Authors, illustrators, translators, editors, publishers	Authors, illustrators, translators, editors, playwrights, audiobook narrators	Authors, illustrators, publishers
Compensation distribution details	After deductions for management fees, social funds, author pension fees, compensation given to authors and publishers (Academic publications 5:5, other 7:3)	Authors, etc given amount equal to (Number of times borrowed x 8,52 pence) – Annual compensation cap per person 6,600 pounds. Minimum amount 1 pound	(a) Pension insurance fees for authors, translators partly paid with compensation (b) Equal compensation for authors, publishers
Compensation size, number of recipients	16.65 mln euros (2018)/9.98 mln euros paid by VG WORT	6 mln pounds/22,314 authors (2018)	11.70 mln euros/66,859 authors + 2,643 publishers (2018)

* Source: PLR International, VG WORT 2018 annual report, British Library PLR News (Most borrowed authors and books in UK libraries, 2019.8.7), Recomposition of ECONOMIE DU LIVRE_le secteur du livre: chiffres-cles 2017-2018, 2019.3).

Discussions for PLR implementation in South Korea

Research and discussion on implementing a PLR program in South Korea began in 1986. Today, the dialogue is mostly being led by author groups, publishing associations and literary data organizations. Authors and publishers state, they should be allowed compensation of some sort as they face potential sales losses due to repeated, continuous lending of publications by public libraries. Meanwhile, experts on literary data and library-related officials say South Korea needs more public libraries when considering the current status of libraries in the country. If the number of libraries is to be increased, this would mean more spending on books and related officials say due to budget restraints, now is not the time to discuss PLR programs.

Should South Korea implement a PLR program, the funds for compensation would have to come from either national treasury funds or provincial budgets, as the central and regional governments are responsible for the establishment of public libraries. As public funds will be used for compensation as they are for purchasing library books, this is linked to taxpayers and the tax burdens they potentially face. It requires consideration on the part of the central government and provincial governments on what their budgets look like and how public funds can be distributed.

The national budget allocated for public libraries in 2017 was 98.5 billion won. This budget should be foremost focused on purchasing books for libraries, and PLR adoption should be discussed after

the budget is raised by a substantial amount. To protect the rights of both authors and publishers and make up their financial losses, perhaps the implementation of a compensation program regarding the private copying of publications that will not need to dip into public funds is more needed than PLR programs.

New Books

Kakao Friends Essay Series



Popular South Korean authors
and adorable Kakao Friends
have come together!



Our lives can be lonely and dreary...
Wouldn't be a big comfort
if there was a friend on your side?

Here are the stories of
Kakao Friends one by one
just like surprise presents.



It's the most beautiful thing that I have
My warmth I'll give to you



라이언,
내 곁에 있어줘

arte

**RYAN,
Stay With Me**

Author - Jeon Seung-hwan
Publisher - Arte
Genre - Essay

The book cover features a blue background with a white border. In the center is a cartoon illustration of a brown bear with a white belly, holding a bouquet of flowers. The text on the cover includes the title in Korean and English, the author's name, the publisher's name, and the genre. The book is presented within a blue rectangular frame with white diagonal hatching at the top and bottom.

#Apeach_essay



I slipped and fell, landed on my bottom
and suddenly I thought perhaps
hearts need cushions too.



**APEACH,
We Need Cushion for
Our Hearts**

**Author - Seo Gyl
Publisher - Arte
Genre - Essay**

I thought I'd failed at relationships.
When actually
I succeeded in managing them.

#Tube_essay





**TUBE,
Tell Them It's None
of Your Business**

Author - Ha Sang-wook

Publisher - Arte

Genre - Essay

**The voice in your heart that
you want to hear but cannot easily
Kakao Friends will talk for you.**



**The epitome of cuteness,
Meet Kakao Friends through books!**



Best Sellers

South Korean bestsellers in August

Bestsellers at South Korea's biggest online bookstores, YES24 and Aladin

Written by Choi Ha-Yeong

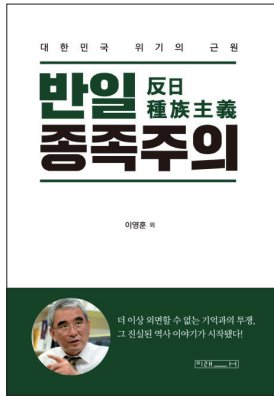


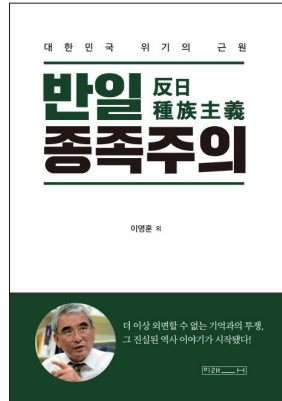
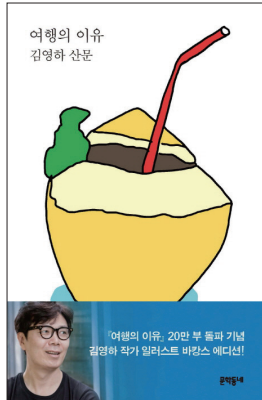
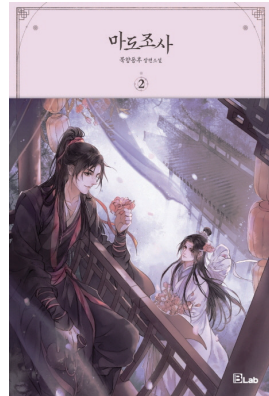
As of the third week of August 2019, readers' interest in bilateral relations between South Korea and Japan peaked, largely attributed to a diplomatic rift between the two countries. As a result, *Anti-Japan Tribalism* rose to become the best-selling book at YES24 and second best-selling book at Aladin last month. Essay collection *Why Travel* ticked down to third and fourth place in the bestseller lists respectively, but it showed sustained popularity. Other genres that made the bestseller lists last month included novels, essay collections, comic books for children and exam preparation books.

Among August bestsellers was a book that was published almost a year ago. Im Hong-taek's *90's Kids Are Coming* was released in November last year and despite it not being a new book, it rapidly rose to the higher rungs of the bestseller lists. This was thanks to South Korean President Moon Jae-in handing out copies of the book to workers at his presidential Blue House and the label 'recommended by the president' ended up fueling sales.

When comparing bestsellers between the two bookstores, Jo Jung-rae's latest novel *The Question of a Thousand Years 1*, Choi Seung-pil's *Reading Strategy for Studying* and the latest craze among young children *Genius Butt Detective 8* showed steady popularity at YES 24. The three books stood at 6th, 7th and 8th place at the online bookstore. At Aladin, *Mo Dao Zu Shi 2*, *Only Han-a on Earth* and *Laws of Love in the Big City* made it to 3rd, 9th and 10th places respectively, reflecting readers' continued preference for novels.

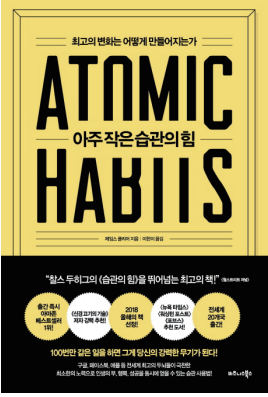
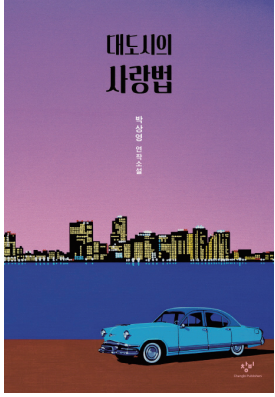
* The following lists were provided from the official websites of YES24 and Aladin based on data from the third week of August.

<Top 10 Bestsellers>

No.	YES24	Aladin
1	 <p>Anti-Japan Tribalism Author Lee Young-hoon Publisher Miraesa Genre Politics</p>	 <p>2020 Everything in One Notebook Author Moon Dong-gyun Publisher Korean History is Moon Dong-gyun Genre Education</p>
2	 <p>Seol Min-seok's Great Adventure Into Korean History 11 Author Storybox, Seol Min-seok Publisher iHuman Genre Children</p>	 <p>Anti-Japan Tribalism Author Lee Young-hoon Publisher Miraesa Genre Politics</p>
3	 <p>Why Travel (Vacance Edition) Author Kim Young-ha Publisher Munhakdongne Genre Essay</p>	 <p>Mo Dao Zu Shi 2 Author Mo Xiang Tong Xiu Publisher B-Lab Genre Novel</p>

No.	YES24	Aladin
4	 <p>90's Kids Are Coming Author Im Hong-taek Publisher Whale Book Genre Economics/Management</p>	 <p>Why Travel (Vacance Edition) Author Kim Young-ha Publisher Munhakdongne Genre Essay</p>
5	 <p>European City Travels 1 Author Rhyu Si-min Publisher Saenggakeuigil Genre Liberal Arts</p>	 <p>90's Kids Are Coming Author Im Hong-taek Publisher Whale Book Genre Economics/Management</p>
6	 <p>The Question of a Thousand Years 1 Author Jo Jung-rae Publisher Hainaim Genre Novel</p>	 <p>Zombie High School Comics 14 Author Yoo Dae-young Publisher Gametoon Genre Comics</p>

No.	YES24	Aladin
7	 <p>공부머리 독서법 독서가 머릿속에 들어오는 법 초·중·고·대학·연구·직장·가정 이 모든 곳에서 읽어야 하는 100가지 독서법 이제는 읽어야 하는 100가지 독서법 이제는 읽어야 하는 100가지 독서법 이제는 읽어야 하는 100가지 독서법</p> <p>Chaek Guru</p>	 <p>설민석의 한국사 대모험 11 고구려 편 세종대왕 이야기</p> <p>iHuman</p>
	<p><u>Reading Strategy for Studying</u> Author Choi Seung-pil Publisher Chaek Guru Genre Education</p>	<p><u>Seol Min-seok's Great Adventure Into Korean History 11</u> Author Storybox, Seol Min-seok Publisher iHuman Genre children</p>
8	 <p>두뇌 신장 영당이 탐정 8 괴도의 날치된 신부 사건</p> <p>Mirae&seum</p>	 <p>기생충</p> <p>Plain</p>
9	 <p>설민석의 삼국지 1 1판 1쇄</p> <p>바분 오빠, 여러분은 삼국지의 팬이 됩니까!</p> <p>Segyesa</p>	 <p>지구에서 한아뿐</p> <p>Nanda</p>
	<p><u>Seol Min-seok's Romance of the Three Kingdoms 1</u> Author Seol Min-seok Publisher Segyesa Genre Liberal Arts</p>	<p><u>Only Han-a on Earth</u> Author Jung Se-rang Publisher Nanda Genre Novel</p>

No.	YES24	Aladin
10		
	<p><i>Atomic Habits</i> Author James Clear Publisher Business Books Genre Self-development</p>	<p><i>Laws of Love in the Big City</i> Author Park Sang-young Publisher Changbi Genre Novel</p>

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

Fantasy Fixer

1. Publication Details

Imprint | BIR Publishing Co., Ltd.
 Title | Fantasy Fixer
 Author | Kang Minjeong
 Illustrator | Kim Reahyeon
 Genre | children's story
 Format | 130×190
 Binding | Hard cover
 Pages | 232pages
 ISBN | 9788965483755

2. Contact

Name | Claire Yang
 Phone | +82-2-515-2000
 Email | claire@bir.co.kr
 URL | <http://bir.co.kr/>

3. Marketing Information

Keyword | children's fiction; fantasy fiction; mystery
 Target Readership | age 6 to 12



4. About the Author and Illustrator

Author - Kang Minjeong

Kang Minjeong made her debut as a writer with *Fantasy Fixer* and *Fantasy Fixer 2: Suspicious Creator*.

Illustrator - Kim Reahyeon

Kim Reahyeon previously wrote *A Litter Bit of Change* and illustrated *Cleaning Out My Wardrobe on Weekends*.

5. About the Book

Winner of No.1 Marshmallow Fiction, the only girls' fiction contest in Korea, voted for by 101 girls in grades 5 through 6.

Sometimes, things happen that go beyond the bounds of common sense. These phenomena are known as "fantasy cases," and "fantasy fixers" are the ones who fix such problems. In principle, all cases must be kept strictly confidential. If word gets out that the fantasies in urban myths are real, nobody will be able to live in peace.

A couple of kids begin chasing after dreadful urban myths rampant in their neighborhood. Gyeo-wool and Yu-ri call themselves "fantasy fixers"—the former is a girl versed in taekwondo, while the latter is a new student with a peculiar air about him. Referring to the urban myths as "fantasy cases," the two set out in secret to defeat the monsters.

The duo come across some bizarre fantasy cases. A tiny puppy transforms into a burly canine monster and attacks people. A blue flame expands almost explosively and runs after girls only. A crying baby turns into a huge black mass and devours people while making a hideous noise.

Where do these monsters come from? How do the two fantasy fixers plan to fight them? Will they be able to resolve the crisis?

The monsters that Gyeo-wool goes up against as a fantasy fixer are not purely evil. In fact, they're products of such social ills as abandoned dogs, school violence, and unprovoked assaults. Each urban myth comes with a heart-breaking back story. For example, a puppy dies after being abandoned by its owner and turns into a monster out of resentment. The solution that Gyeo-wool comes up with is a striking one. Undeterred by Yu-ri's advice to crush the monster at once, she finds a peaceful way to avenge the monstrous dog. Those who've been hurt can thus embrace one another.

This book offers realistic fantasy. The episodes based on the reality facing young readers will lead them to think about how they should approach the various social problems arising from irresponsibility, conflict, and hatred.

Unknown Libraries around the World

1. Publication Details

Imprint | Wood Pencil Books
Title | Unknown Libraries around the World
Subtitle | In Search of the Path That People and Books Haven Taken Together
Author | Cho Keumju
Genre | Humanities
Format | 140×210
Binding | Paperback
Pages | 356pages
ISBN | 9791187890089

2. Contact

Name | Lim Younhui
Phone | +82-70-4128-8187
Email | woodpencilbooks@gmail.com
URL | www.facebook.com/woodpencilbooks

3. Marketing Information

Keyword | library; travel; book
Target Readership | teenagers, young adults, adults

4. About the Author

Cho Keumju studied classical literature in the Department of Korean Language and Literature at Yonsei University and received her master's degree in Library and Information Studies from the State University of New York. Having previously worked in libraries in Korea and the US, she is currently the director of the Dogok Information Culture Library in Seoul. Cho often participates as an advisory committee member for projects that seek a new future for libraries, such as Miracle Library 2.0 and the Jeongdok Public Library Remodeling Project. Cho hits the road to visit libraries around the world at every opportunity, dreaming of building a new library of the future.

5. About the Book

A library is a house of books where knowledge and information from around the world are filed away in a certain order. How do libraries around the world operate these days? In what ways do they cater to their users? Based on actual on-site visits, Unknown Libraries Around the World introduces us to 48 libraries in 14 countries across Europe, America, and Asia.



First, we are informed about experiments and adventures undertaken by libraries in preparation for the future—though still rooted on the present. The emergence of “media and maker spaces” in overseas libraries reflects efforts to attract fast-changing users and adopt to knowledge and an information-based society. This book explains how libraries these days support the growth and education of users, while at the same time perform the more traditional role of collecting and preserving data. Such unique characteristics of libraries, combined with services that take a step forward into cutting edge technology, expand and enable further progress. In addition, readers have a chance to witness the beauty of various libraries around the world that celebrate arts, culture, and traditions. Each library is an index of the cultural level of each unique area. As a space open to all, a library exemplifies the standard of living enjoyed by everyone.

The stories of libraries in different corners of the world carry the deep thoughts of those who strive to bring users closer to books. This book provides useful information not just for librarians who communicate with people through books, but also for those who make and sell books. Browsing through the pages filled with some 200 color illustrations, readers will feel as if they were going through every nook and cranny of each library—a delightful journey not to be missed by any book lover. Why don't you join us on this wondrous journey?

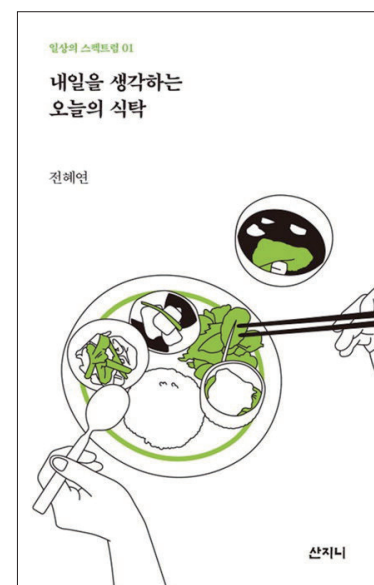
Recipes for a Better Tomorrow

1. Publication Details

Imprint | Sanzini
Title | Recipes for a Better Tomorrow
Subtitle | The spectrum of daily life 1
Author | Jeon Hyeyeon
Genre | Literature
Format | 110×178
Binding | Paperback
Pages | 168pages
ISBN | 9788965456025

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3. Marketing Information

Keyword | Macrobiotic diet; lifestyle; vegetarian; cooking; essays

4. About the Author

Jeon Hyeyeon studied in Kyoto, Japan, and worked in Tokyo. Her workaholic lifestyle took a toll on her health, and she took time off from work to improve her health. She learned about the macrobiotic diet and became a vegetarian. Being a natural model student, she completed the highest-level course at the Rima Cooking School in Japan, which focuses on the macrobiotic diet. Currently, she is developing new dishes and curricula to popularize the macrobiotic diet and runs macrobiotic cooking classes and a popup restaurant "Oneul" (Korean word for "today"). She dreams of opening a macrobiotic cooking studio in the future to share her experience and expertise with others.

5. About the Book

After finishing her studies in Kyoto, Japan, the author worked at an IT company in Tokyo for six years. Her workaholic lifestyle took a toll on her health, so she took time off from work and started making her own meals to improve her health. While searching the internet for information on food and health, she learned about the macrobiotic diet, which changed her life and gave her health back. The change wasn't just the numbers on her physical exam form. She became healthier in mind and spirit, which brought change to her lifestyle, and now she pursues a life in harmony with nature. She quit her job and decided to learn about the macrobiotic diet more professionally. She completed the highest-level course at Rima Cooking School in Japan, the birthplace of macrobiotic diet. Currently, she creates new recipes and curricula to communicate with more people. Above all, she wishes to share her joy of cooking, communicating with seasonal ingredients and feeling nature with all five senses, and to help people learn about the macrobiotic diet. In this book, she presents her homemade macrobiotic meals and displays her whole kitchen for all to see. The author shares her stories about meals that radiate different colors depending on the season, fresh seasonal ingredients that whet your appetite, living without a microwave or disposable goods, and how she discovered her passion, albeit a bit uncomfortable, back in her life. It is a collection of intriguing tales about macrobiotic life.

My Love, Rome

1. Publication Details

Imprint | Sigongsa
Title | My Love, Rome
Subtitle | Humanities for travelers
Author | Kim Sang Keun
Photographer | Kim Dogeun
Genre | Humanities
Format | 152×224
Binding | Paperback
Pages | 432pages
ISBN | 9788952797322

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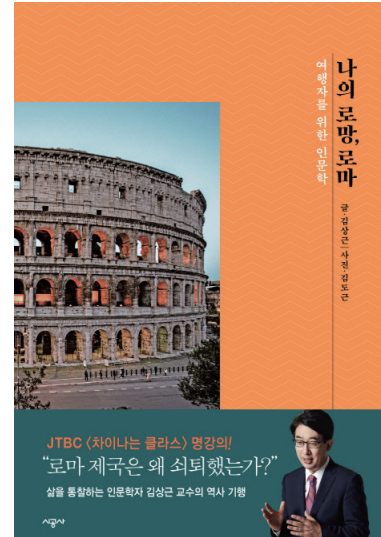
3. Marketing Information

Keyword | travel; architecture; pop culture; art; history; philosophy; religion; archaeology; social science
Target Readership | Young adult, Adult

4. About the Author and Photographer

Author - Kim Sang Keun

Kim Sang Keun is a professor of theology at Yonsei University and has also served as Dean of the College of Theology and President of the United Graduate School of Theology at the same university. A graduate of Emory University and Princeton Theological Seminary, his doctoral research focused on the religious exchange between Italy and Ming China. He has expanded his research areas from the humanities and the classics to Renaissance art. His book on the culture and art of Florence, *Florence, the City of Geniuses*, was adapted into a special documentary on the Seoul Broadcasting System. Kim has been popularizing the humanities, appearing on EBS' TV programs, *Special Lecture on Humanities* and *World Theme Travel*, as well as on JTBC's *Differential Class*. He played a leading role in the founding of Foundation Academia Platonica, the first humanities support foundation in Korea, and is the author of a number of books, including *Creative Renaissance Management*, *How to Win Over People: The House of Medici*, and *Extreme Difference*.



Photographer - Kim Dogeun

Kim Dogeun majored in photography and philosophy at Kyungsung University. With an interest in visualizing history, civilizations, and fiction, he works on photography and writing. Currently he writes a serialized column titled "Themed Travel Around the World" on Busan Metropolitan City's official internet news *Busan Story* and creates photo and video content at Eum Media.

5. About the Book

My Love, Rome is a record of Professor Kim Sang Keun's travel to Rome—what he saw, where he walked, and his emotional experiences as a humanities scholar. The book contains everything about Rome, from the moment Kim landed at the Leonardo Da Vinci Airport to the moment he left Rome with a heart full of admiration, and from the founding of the Roman Empire to its fall. It is a faithful guide for readers who have never been to Rome and a temptation for readers who remember their time in Rome to return again. Many people have been to Rome, and even more wish to go, but only a few have actually "seen" Rome. Truly seeing Rome requires more than simply having an espresso and gelato at a famous cafe, putting your hand in the Mouth of Truth like Audrey Hepburn in *Roman Holiday*, or taking a picture in front of Colosseum and posting it on social media. Rome is not only a museum of human civilization but also the birthplace of Western culture and the cradle of numerous works of classical literature and art. You must travel Rome in depth to feel its true beauty. Those who successfully travel through Rome return with a life-long consolation, a better understanding of the world, and ageless wisdom. Rome is a place where thousands of years of history and the present come together, a place where travelers are reborn. This book contains historical figures such as Caesar and Hannibal as well as literature by Cicero, Seneca, and Virgil and artwork by Raphael and Michelangelo. Best of all, the author's clear, accessible storytelling ensures that every reader can enjoy the book. Even readers who won't dare to try reading the classics will be inspired and pleasantly surprised by this book.

Koreans, What They Wore

1. Publication Details

Imprint | THE ACADEMY OF KOREAN STUDIES
PRESS

Title | Koreans, What They Wore

Subtitle | The History of Modern Korean Clothing

Author | Cho Heejin; Yang Mikyoung; Lee Daehwa;

Joo Youngha

Genre | Humanities

Format | 136×210

Binding | Paperback

Pages | 408pages

ISBN | 9791158662585



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3. Marketing Information

Keyword | Culture; food, clothing, housing; fashion; microhistory; history of ordinary life

Target Readership | Teen, Young adult, Adult

4. About the Author

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Joo Youngha

Professor of Folkloristics at Graduate School of Korean Studies of The Academy of Korean Studies, East Asian Folkloristics & History of Foods

5. About the Book

This book chronologically traces changes in Korean clothing culture since Korea's Liberation Day on August 15th, 1945. Clothing culture is shaped by the 'people' who make and wear the clothes and also by their actions and thoughts. This book chronologically studies a collective psychology and the way it is expressed in clothing, particularly attending to the people who wear it, and their thoughts and choices. It also focuses on the connection between a single article of clothing or fashion trend and the effect it had on society and culture as a whole. To do this, this book selects the fashion trends that had the deepest connections with the societal and cultural background at the times that they emerged. This book explores their meanings within the context of the time period that they were most prominent. You could call this book a collection of records that reflect contemporary views and evaluations of past clothing culture. These records reveal the past of the clothing culture from the viewpoint of the humanities and social studies.

Koreans, What Kinds of Houses They Lived in

1. Publication Details

Imprint | THE ACADEMY OF KOREAN STUDIES PRESS

Title | Koreans, What Kinds of Houses They Lived in

Subtitle | The History of Modern Korean Housing

Author | Lee Heebong; Yang Youngkyun; Lee Daehwa; Kim Hyesuk

Genre | Humanities

Format | 136×210

Binding | Paperback

Pages | 404pages

ISBN | 9791158662608

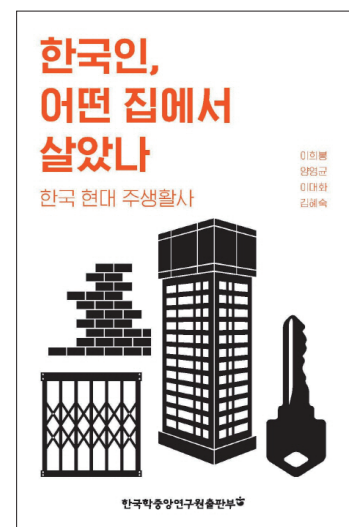
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3. Marketing Information

Keyword | Culture; food, clothing, housing; fashion; microhistory; history of ordinary life

Target Readership | Teen, Young adult, Adult

4. About the Author

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Kim Hyesuk

Researcher at Research Center for Books and Oral History of Food Culture, Folkloristics

5. About the Book

This book chronologically traces changes in Korean housing culture since Korea's Liberation on August 15th, 1945. The history of housing culture consists of the history of homes as architectural structures, the lives of the people residing in the houses, and the historiography that records both the development of the houses and the lives of people living in the houses. Naturally, to study the history of housing culture, an interdisciplinary approach is necessary. This book is the result of cooperation between anthropologists, folklorists, and historians. The expertise of each scholar provides in-depth knowledge about the history of Korean modern housing culture. By chronologically tracing changes in modern Korean housing culture (from a microhistorical perspective) since Korea's liberation, this book vividly shows new generations the past of Korean housing culture, and it reminds older generations of the time they lived in. Our present housing seems natural and complete to us. Yet, the present mode of housing itself is an outcome of complex developments of architectural techniques and lifestyles. By learning about past housing culture, we may find better direction to improve our present housing too.