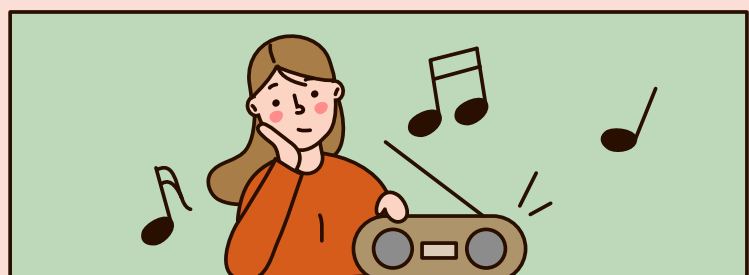
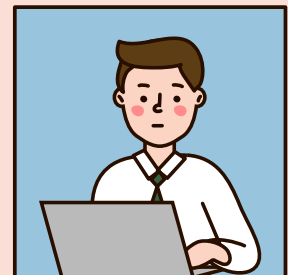
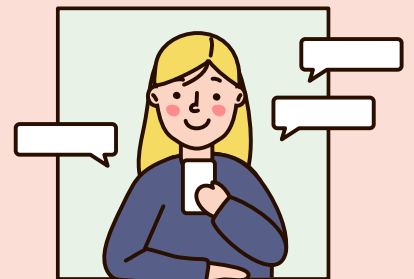
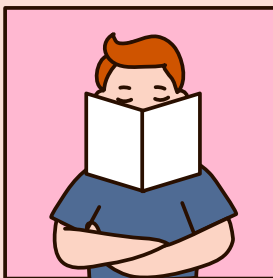


# vol. 24

## K-Book Trends

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



## TREND

<b>Topic</b>	Publication Industry's Response to the COVID-19 Pandemic
<b>Special Project</b>	K-Sports
<b>Export Case</b>	Korean Books Sought by Chinese Readers
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## INFORMATION

<b>New Books</b>	Three Generations of Railworkers
<b>Best Sellers</b>	3rd Week, June
<b>#K-Book</b>	#Environment

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TOPIC

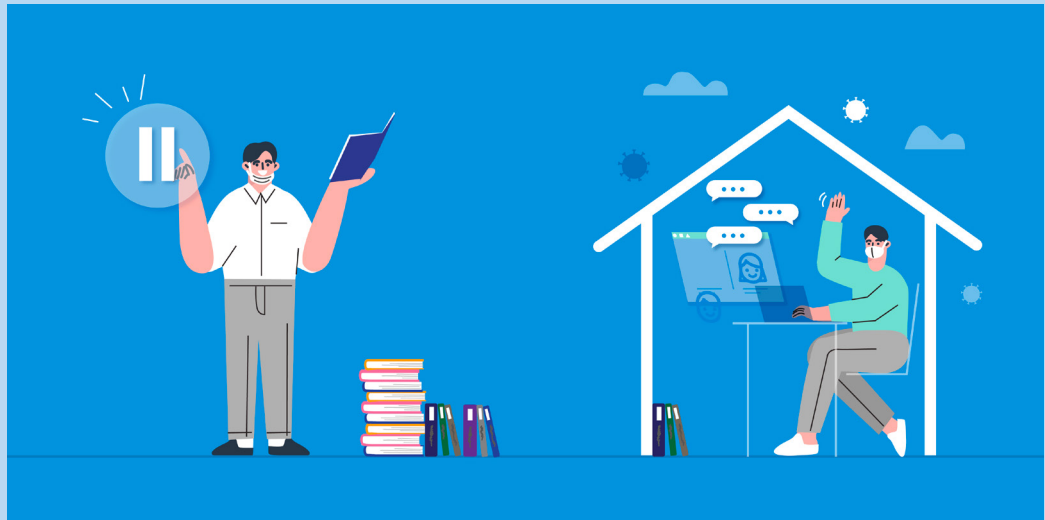
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## Publication Industry's Response to the COVID-19 Pandemic

Written by Han Ki-Ho

(Head of the Korean Publishing Marketing Research Institute)

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Critique and composer Choi Jung-Woo said in his article “Era of Social Media: What is the Role of Humanities (*The Kyunghyang Shinmun*, December 18, 2012)” that Twitter and Facebook are

referred to as bywords for modern “communication” but are never in the style of “dialogue,” and as such are paradoxically against the communicative function expected of them as “Social Networks.” He argued that Twitter is closer to laying out “testimonies” and that Facebook is more like an “exhibition” than being a platform for communication, and that with the two having more of a “monologue” characteristic, Social Media is having a negative impact on the development of humanities.

Seven years and four months later, in his article “Humanities in the era of Social Media: The Gaze of Signs Emerging with Intervention (*Giheok Heoui* Vol. 504, January 20th, 2020)”, he once again claimed that “Even though time has passed, things haven’t changed a bit – rather, they worsened. The virtual spaces we firmly believed will realize the most equal and democratic world we dreamed of have let us down, the ceaseless conversation of ‘mentions’ and ‘re-tweets’ carried out in some collective intelligence turned out to be a mere succession of fool jokes like an autistic monologue, and the continuity and expansion of relationships limitlessly established in the sea of open communication were actually just exchanges of meaningless ‘likes’ like a self-contained exhibition. These all came to the surface naked.”

He also criticized Instagram, the reflection of the static characteristic of our generation, and Youtube, the best example of the dynamic aspect of our generation. He added, “Monologue within the 140-character limit on Tweeter is now substituted with silence or emojis, and the common space for ‘exhibition’ maintained at the

minimum level in a visual system where a few images take the center is replaced with a lopsided space of ‘exposure’.”

My idea was not that different from his. We once thought that “collective intelligence” or “multi-intelligence” could be made possible on Social Media. When rumors said that it would be the doom of paper books at the end of the 20th century, we hoped such nonsense would not take place. However, critic Choi Jung-Woo turned down the possibility saying that “the reality of anonymous collective intelligence that seemed to have equality was harsh. It contributed to the entrenchment of factional conviction that justifies unconditional belief as if it was like a religious fever.”

He also added, “Such last words or postscript of humanities for the era of Social Media are as follows: what we see is the genuine truth, and what is seen equals the entire world. Here, the reading skill that deciphers unseen things, upside down, and the assessment and criticism that interpret non-visible signs are the only meaning and significance of humanities in this world. Such humanities will be able to bring seemingly impossible salvation to the in and out of this world.

Due to the COVID-19 pandemic, doing nothing with this criticism could not be accepted. The world began to make new attempts, trying to clutch at straws. Desperately, people turned *Uncontact* (Publion) into a bestseller. Kim Yong-Sup, the writer of this book, said that “we need to understand that ‘uncontact’ is not for us to be severed and be isolated from each other, but was chosen as a trend for us to keep contacted.” He added that “human beings are a social

animal that need each other to live and work together. Crossing the border of ‘contact’ and ‘uncontact’, we desire to live in a safer and more convenient connection.” In short, such desire did not pop up out of nowhere, but was a flow that has been growing and evolving over a long period, and this social trend was a predicted future.



*Uncontact*

From such perspective, it is a fact that COVID-19 that struck everyday lives of the global community is regarded as the ultimate “technology” that encouraged people to stop hesitating and start making new products with a smartphone using the 4th industrial revolution technologies such as A.I., big data, and IoT, spurring technological development. There will be many people who will feel unpleasant to hear referring to an infectious disease that took away the lives of innocent people as a “technology.” Still, if you could understand the inevitable reason behind the argument, you will be able to get a full grip of where this world is heading to.

So many people lost their job due to the pandemic. Temporary jobs and dayworkers were the most severely hit. The cultural market was not an exception. As people could not gather, almost all the cultural events were canceled, taking away the opportunity to experience running events. However, the publishing industry was safe. Many publishers could cope with the pandemic by carrying out most of their work from home. Furthermore, the online distribution channel was sturdy, and e-book sales soared. Many children's book & teen book publishers enjoyed an uptrend in sales thanks to parents eagerly encouraging their kids to read books while staying at home. Also, as libraries were closed, people purchased books for themselves, raising the sales bar once again.

As the pandemic persisted, our daily life went through numerous changes as no-one could be free from social distancing. Organizations and people tried to make the best out of the hyper-connected society where things are connected by the Internet. In particular, all the schools, including colleges, had to begin the new semester online for the first time in history. Author Yuval Noah Harari said in a recent interview about the post-COVID-19 era that in the education sector, online and remote classes will become the "new normal"; this has begun to become a reality.

Literally, "everything" began to change. Schools began to respond faster to the situation. The next case was a real example that we are living in a hyper-connected society. In early 2020, a learning community of teachers was formed to talk about managing classes. A total of 11 teachers in the meeting began discussing the possibility

of online classes. They mostly had less than 3 years of teaching experience, but they gathered to come up with a solution in case they had to conduct classes online. It was only a few months before the educational authority began mentioning the possibility of online schools.

They learned about how to share documents, run an online survey, make and edit videos, and conduct video conferences that could be the basic things when having classes online. They also trained using an online learning platform as the last step. Even though they went through numerous challenges as everything was new to them, but thanks to the early preparation, they could lead the stabilization of online classes as a lead-teacher in their schools when the authority ordered schools to open classes online.

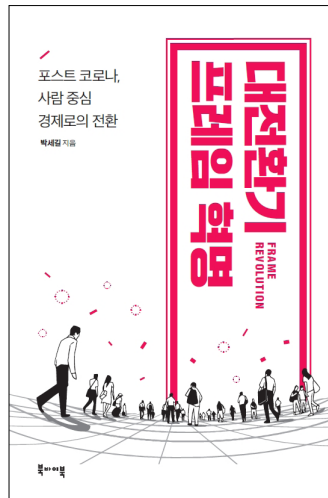
It was sheer luck. The teachers decided to write a book about their experience. So they logged into Cloud, held numerous discussions, and began to complete the manuscript. The first step was listening to what other teachers had to say about online classes. So they conducted a survey of about 40,000 teachers across the country. And based on the data collected filled with lively response from teachers mixed with hope, worries, concerns, and anticipation, they began to write the book together.

The writers met at least twice a week, discussing and sharing feedback to what each other had written; everything was done online through Cloud and video conferences. The book, which definitely will be a great support for teachers, students, and parents in the post COVID-19 era as public education continues to change.

It will also give courage and power to fellow teachers having trouble with unprecedented online classes. It is set to be published in early July this year.

This case also implied another opening for the publication market. Until today, we've gathered opinions via a group chat on Kakaotalk whenever there was something that required discussion. Writing a book through Cloud could be a good expansion of such a system. From now on, editors will not just look for elite writers. In this rapidly changing world, there is a limit to how much a person can do. No matter how outstanding an educational scholar might be, he/she cannot complete a book on online classes immediately. Teachers that meet students on the ground can gather up collective intelligence and finish such a book in an instant. Also, perhaps younger teachers would be more capable of having proper ideas in the new era. This case, where collective intelligence based on the Cloud, will be an exemplary case for opening a new chapter in the publishing industry.

Schools will begin having offline classes soon. However, the online connection between the teacher and students will not be cut off. Multiple things that cannot be done offline will be carried out online instead. Ultimately, schools may disappear in the future. Creative adventurers are already preparing for numerous businesses targeting remote education or remote meetings. So, a contact-less world has already become our daily life.



*Frame Revolution: Post COVID-19, a Shift Towards a People-Centered Economy*

In his book *Frame Revolution: Post COVID-19, a Shift Towards a People-Centered Economy* (Book by Book), writer Park Se-Gil claimed that “In this ever-complex world, it is difficult to expect a new ideology to set in depending on a certain ideology like in the past. This is the era of collective intelligence (or multi-intelligence). Content is created and developed through collective intelligence from Linux to Wikipedia and Youtube.”

He then added that “The universalization of college education has led to higher average intelligence, and the technological environment for collective intelligence improved rapidly based on the Internet. The human brain keeps the body conscious with the communication of neurons. Collective Intelligence is a social ritual formed through interactive communication based on individuals’ networks. It is like ‘socialization of the human brain.’ The new ideology that will open the new era could be formed with such collective intelligence.” Park thinks highly of the potential that Social Media-based collective intelligence has.

The COVID-19 pandemic has changed the ins and outs of our life. Many people say that the world would never be able to go back to the pre-COVID-19 days. In fact, it would be regressive to go back to the past while we have discovered a new way of living and new jobs with infinite potential. Books are the source of all content. The publishing industry will try out new adventures. Using collective intelligence from planning to execution as a default option.

All channels were mobilized in carrying out remote classes. Publication has in an inseparable relationship with education. In particular, study materials or children's books will change the fastest. Trans (cross)-media strategy will be strongly supported. For example, as large bookstores have already experienced the skyrocketing sales of once-sluggish e-books and audiobooks after the outbreak of the pandemic, they are re-engineering the production and distribution system of digital content. From now on, more people will shift in between their reading method; they will read paper books indoors, listen to audiobooks when traveling, and return to paper books again on arrival. Just like kids listen to the radio, people will more likely be listening to audiobooks, and just like watching movies or animations, readers will get more access to picture books made as a video. The publication market is setting up plans for this possible scenario.

Marketing is growing contact-less as well. Online book meetings are held by libraries, lectures of authors are delivered online, and promotional videos including book trailers are growing in number. Publishers began to recruit video specialists or encourage editors

to cultivate their sense in videos. As such, the publication market has begun to acquire knowledge on how to survive in the post-COVID-19 era. If publishers could well utilize this system where collective intelligence could be manifested in its full potential, they will be able to open a new world of possibilities. These possibilities were there from the beginning, however. It is just that the pandemic has removed the shadow, bringing them up to the surface.

SPECIAL PROJECT

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## K-Sports

Growing Into a Global Celebration

Written by Choi Ha-Yeong

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Due to the COVID-19 pandemic spreading across the world, economic and cultural activities in many countries shrunk in size, not to mention those in Korea. Sports were not an exception.

The infectiousness of COVID-19 made it difficult for players and audiences to gather in stadiums, bringing all the professional sports games to a halt across the world, including the Premier League and MLB. Even the Tokyo 2020 Olympic Games set to be held in Japan were put off to next year due to the pandemic; things just became gloomier day after day.

Professional sports games in Korea also faced challenging conditions, but thanks to proper responses such as installing a watertight quarantine system and carrying out matches without an audience, the KBO League (Korea Baseball Championship) greeted the new season last May, followed by the K-League (Football League). While global sports fans were eagerly waiting for matches of the teams they root for to be hosted, this opening of professional sports seasons in Korea soon became the talk of the town. Adding tailwind to the global attention Korea was receiving, the live broadcast rights of the KBO League and K-League were sold overseas, inviting the global audience to enjoy Korean professional sports games together.

With continuous feedback and encouragement from global fans of Korean professional sports games, the situation provided an opportunity for Korea to promote their professional sports leagues to the world, ironically with the help of the COVID-19 pandemic. As Korea's professional sports games are being enjoyed around the world and across borders; many are wishing for them to become another "K-Wave". To support this developing phenomenon we would like to introduce sport-themed Korean books.

## Fun, interesting and imaginative books about sports



*The Last Fan Club of Sammi SuperStars, My Ball*

Sports are not just about winning or losing. They also contain stories. For the audience, sport gives them a little piece of memory to be recalled later in the future, while it becomes a story of success and failure for the players. This is why sports can become an optimal source of story for a magnificent novel. The winner of the 8th Hangeorae Literature Award in 2003, *The Last Fan Club of Sammi SuperStars* (HaniBook), is a humorous satire on the competitive society and capitalism motivated by the actual Korean baseball team “Sammi SuperStars” who had been the last team to win in tournaments every year except in 1983. The story, which seems to resemble the portrait of our generation where we all just seem to be falling out of competitions, drew huge popularity from not only baseball fans but also from the general public.

A picture book about baseball *My Ball* (Munhakdongne) is the first picture book by Yoo Jun-Jae who won “The NOMA Concours for Children's Picture Book Illustrations in 2007. It is a biographical

story of the author starting from the day when he first received a baseball bat and a glove from his father as a gift, all the way to 1982 when the KBO League was first established and until the moment he became a grownup. This generation-crossing picture book depicting the author's reminiscence of the time he spent with his father touches the emotional yet sensitive minds of children and also adult readers.



*Unstoppable Super Star!, Football Player with 100 Years of Training*

Football is one of the most widely spread sports games in the world today. Books that feature football are filling the shelves with love from K-League fans. Football is also often used as a topic for web-novels, which has become another genre among web-novel readers building a fanbase of its own. *Unstoppable Super Star!* (Poten) and *Football Player with 100 Years of Training* (Munpia) began publishing series in 2018 on Munpia, a Korean web-novel platform, and were then officially published in a full series as e-books in 2019. *Unstoppable Super Star!* is about a football player who was

kicked out of Manchester United, a famous team in the Premier League, and strives to become a superstar after receiving a gift from God. Meanwhile, *Football Player with 100 Years of Training* talks about a 17-year-old boy meeting an old man who calls himself a football master, who then gets to practice football for 100 years. By mixing football with creative concepts such as “back to the past” and “extraordinary ability,” web-novels of this kind provide a fresh experience to their readers.

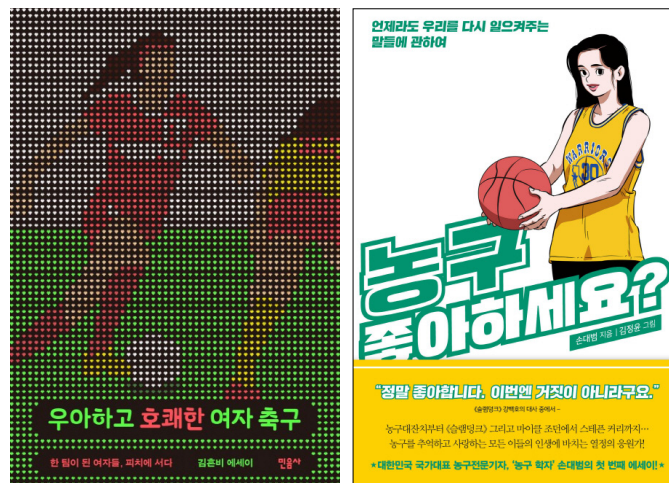
### Story of Sport-Lovers



*What I Thought While I Was Playing Soccer; Number 36, Lee Seung-yeop, It is Not the End Yet*

Sports essays accessibly written by sport-lovers were popular among Korean readers as well. In particular, biographical essays written by Korean players reaping remarkable results at both home and abroad were hugely loved by the Korean readership. *What I Thought While I Was Playing Soccer* (Brainstore Books) is a truthful story about the life of a star football player Son

Heung-Min, a representative football player next to Park Ji-Sung. Narrating the story of a little soccer boy in Chuncheon filled with dreams growing up to be a world-renowned football player, the book became a bestseller the moment it was published, proving the “son”-sational (a combined word of Son Heung-Min and the word “sensational”) power of Son Heung-Min in the publication market as well. Meanwhile, *Number 36, Lee Seung-yeop* (Gimmyoung) is a book announced by homerun-maker and no.1 hitter in Korea Lee Seung-yeop as he retired from the professional baseball league. The book presents the story of the pain he had to endure, efforts he put into baseball, and numerous decisions he had to make during his days as a baseball player. Also, *It is Not the End Yet* (Gayeon Books) written by Kim Yeon-Kyung, the top volleyball player in the world, is a candidly-written story about dreams she wishes to tell the readers in her positive voice.



*Gorgeous but Intrepid Female Football, Do You Like Basketball?*

Another book to note among sports essays is *Gorgeous but Intrepid Female Football* (Minumsa) published in 2018 by Kim Honbi, which became a hot topic after it was introduced in one of the major daily papers. Even called a must-read essay on daily sport, it is a story about women who are in love with playing football. Being an essay on football, it uses football as a metaphor to refer to the body, life, and the world of women; it was widely praised by numerous female readers and gripped their imaginations. Also, it was chosen as one of the recommended books for teenagers by Bookteen.net, the first website for teenage readers and Kyobo Bookstore, a major bookstore in Korea, marking the 2020 Year of Teenage Books (established by the Ministry of Culture, Sports, and Tourism).

Another popular essay is *Do You Like Basketball?* (Sam & Parkers) by Son Dae-Bum, who is called the “basketball scholar” among basketball fans. Son Dae-Bum is also an editor at *Jumpball* (J&J Media), a monthly basketball paper. *Do You Like Basketball?* brought its title from a popular scene in *Slam Dunk* (by Takehiko Inoue), a famous Japanese basketball comics. The book offers warm consolation to basketball fans by talking about how we can brighten up our life by doing what we like.



*Let's Play with Faker!, 20-Year-History of E-Sport (2008-2017)*

On top of the abovementioned books, sports-related books in Korea come in different styles including “guide books” with professional tips and know-how, books containing statistics and big data analysis (core components of modern sports), monthly magazines featuring domestic leagues, and simply-written books for children. Meanwhile, Korea is also being recognized as a strong country for e-sports, too. As such, many e-sport related books such as *Let's Play with Faker!* (VegaBooks Co.), a book about a famous professional gamer and *20-Year-History of E-Sport (2008-2017)* (GamToon), which organized the 20 years of e-sport history, are increasing in number.

Even though the opportunity for “the Korean Wave (Hallyu) of Sports” was given amidst a globally difficult time, the enthusiastic passion and heartwarming resonance provide an in-depth message to sports fans across the world. How about we take the experience to the next level with Korea’s sports books?

## EXPORT CASE

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# Korean Books Sought by Chinese Readers

Written by Jung YeonHye  
(Head of Linking-Asia International Culture Communication Inc.)

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During the three years of China's import ban on Korean content that began in August 2016, Korea's export of general books was significantly hit. However, for complete children's book collections, picture books, educational materials, and comics, Chinese publishers omitted imprints and left out the nationality part of

the authors, not bringing a stop to the import of copyrights. It was because the demand was high. Around September last year, beginning with the Beijing International Book Fair, Korean books' export to China enjoyed eased regulation across books for adults and children, continuing the recovering trend.

### **Import of Korean Books**

The restriction on issuing ISBN on Korean books triggered by the THAAD incident was eliminated from 2019, and since then, marking the nationality of Korean writers and imprints has recovered to a normal level. There are many possible reasons for this.

First, for the recovery of the Korea-China relationship, President Xi Jinping's visit to Korea was set for the first half of 2020. This was seen as a green light for the content industry, including publication, the anticipation of game, movie, and TV drama. Even though the schedule was postponed to the latter half due to COVID-19, the two countries' relationship is interpreted to be not going back to the pre-THAAD level.

Second, copyright import from the US came to a deadlock due to the US-China trade war that began in 2019, and Korea rose as a substitute.

Third, as the movie "Parasite" by director Bong Joon-Ho released in 2019 won a globally prominent film award, Chinese people sent compliments to Korea and the number of Chinese consumers that

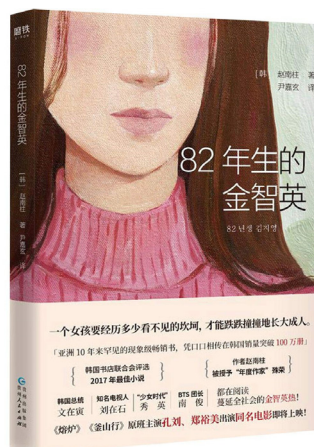
used “binge-watch Korean movies” services increased after the COVID-19 outbreak. Also, with a successful defense against the pandemic, the country’s trust and preference for Korea improved, which seems to have greatly influenced copyright export to China. Fourth, the cultural industry of China has been emphasizing that imported books are from Korea by putting Korean titles on the cover, which is just the opposite of the sentiment where they wanted to eradicate the name Korea during the time under the THAAD influence. This also proves that there was a significant change in how they treat and work with Korea.

## Publication status in the Chinese market

Popular Korean books translated and exported to China from the second half of last year are as follows:

### General Books

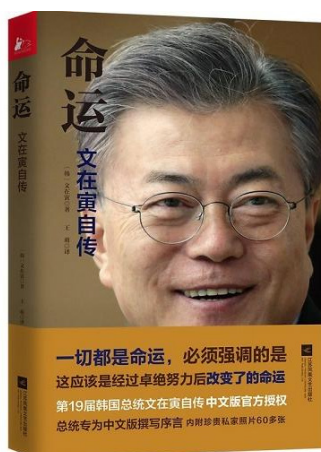
*Kim Ji Young, Born 1982* (Cho Nam-Joo, Minumsa)



Cover of the Chinese Edition

Published in September 2019, *Kim Ji Young, Born 1982* hit the first rank in literature after it was announced it would be adapted into a movie in October. This is the best record a Korean book has achieved in China – the first printing recorded 40,000 copies with 25,000 for the second printing. In particular, it is said that many Chinese fans of Kong Yoo read the book just because he starred as the main character in the movies “The Crucible”, “Train to Busan”, and TV drama “Goblin”. It is thought that the publication of the translated version and the release of the movie meshed together and led to a more significant readership of the book. Also, it was the first time for Korea, the authors, and China to realize that the so-called feminism-style novel is empathized with by East Asian readers, including Japan and Taiwan.

*Fate of Moon Jae In (Moon Jae-In, Bookpal)*

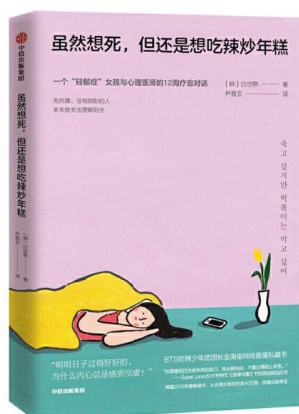


Cover of the Chinese Edition

The autobiography of president Moon Jae-In was published during his visit to China in 2018 with the title “Ming Yun” meaning “fate”

in Chinese, but its sales increased from 2019, and soared following the outbreak of COVID-19. As of May 2020, the book climbed up to seventh in the category of autobiography of Dangdang Online Bookstore; it is analyzed that Chinese people's anti-Korea sentiment that aggravated during the THAAD incident recovered rapidly after the cooperation of the two countries in overcoming the pandemic where president Moon Jae-In's leadership stood out.

*I Want to Die but I Also Want to Eat Tteokppokki* (Baek Se-Hee, Heun)

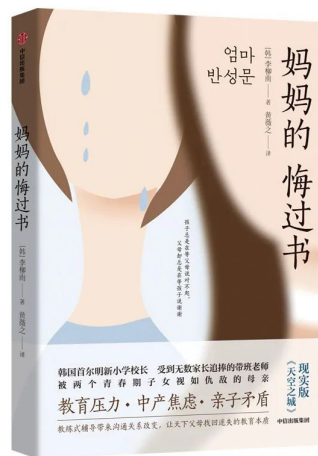


Cover of the Chinese Edition

Selling a million copies in Korea alone, *I Want to Die but I Also Want to Eat Tteokppokki* became a bestseller in Taiwan drawing massive attention from readers between 2019 and 2020. Its Chinese edition was published in April this year and ranked sixth in psychological development. With the fourth printing underway; followed by Japan and Taiwan, it was published only three months after signing a contract in China. The book is a detailed record of the writer who received more than 10 years of psychiatric therapy, who seems okay on the outside but is festering inside, just like the

mental disorders modern people commonly experience. As the book is about an ordinary person's story that can happen to anyone, it is thought to have drawn empathy from Taiwanese and Chinese readers.

*Mom's Apology* (Lee Yoo-Nam, Denstory)



Cover of the Chinese Edition

Choosing the promotional phrase “The reality of K-Drama “SKY Castle”,” the book talks about a 10-year story where the author, a school’s principal and a successful educator at work, becomes a failed mother. She is shocked when her 12th-grader son declares to leave school followed by her 11th-grader daughter a month later. It covers how the three fight and make up with each other in the future. It ranked sixth in children’s education in only a month of its publication, drawing empathy from many teachers and parents. As education is a common issue in East Asian countries, a TV drama “SKY Castle” was also a great hit in East Asian countries, including China when it was aired in 2018. It provided a valuable opportunity

to look back on the one-sided test-based education pursued in each country.



Chinese Editions of *Summer Outside*, *Soji*, *The Lee Ji Hye Game*, *In Fact, I am an Introvert*

Books already published five to ten years ago including *A Recipe for My Daughter* (Hangyeorae) by Gong Ji-Young and poem collection *All Your Fault* (YG Entertainment) by Lee Jong-Suk and Na Tae-Joo are popular as well. For example, *Sometimes, We Need Serious Loneliness* (Kim Jung-Woon, Book 21), *Summer Outside* (Kim Ae-Ran, Munhakdongne), *The Contrail* (Kim Ae-Ran, Munji Books), and *Soji* (Lee Chang-Dong, Munji Books) were added to the bestsellers' list. Recently, as female literature is greatly spotlighted in China as well, *The Lee Ji Hye Game*, the board game version of *Kim Ji Young, Born 1982*, is firmly keeping its place on the list for two months of its publication. It also signed an imaging (video) copyright with a famous film producer recently in China. In addition, the new work of Nam In-Sook, a renowned writer for self-development of females in Korea and China *In Fact, I am an Introvert* (Book 21) has printed its 4th edition in Taiwan with a clear target audience and expansive topic, drawing great anticipation from Chinese readers even before publication.

## Children's books in China

### *Big Kids Math Board Books* (Chunjae Education Inc.) Series



Cover of the Chinese Edition

Published during the time when THAAD was a hot issue, *Big Kids Math Board Books* Series created a great sensation in China with bright and lively pictures, a well-made and fun story, and abundant knowledge. It has kept its place within the top 10 in Dangdang Online Bookstore ever since it was published in April 2018.



*Math Thief* series of the Chinese Edition

On top of this series, Korea's representative educational comics including the *Surviving* (Mirae N), *Treasure Hunt* (I-Seum), and *Math Thief* (Seoul Media Group) series are continuing the uptrend along with the publication of follow-up series.

Meanwhile, in terms of Taiwan, as the country did not have a political issue with Korea, books of many fields including literature, humanities, practical guide, self-development, language, and children are steadily making their way into the Taiwanese market. The hottest work in 2019 was *Kim Ji Young, Born 1982*, followed by *I Want to Die but I Also Want to Eat Tteokppokki*, and *Hackers TOEIC* (Hackers), showing the power of K-Books by standing firm on the bestsellers' list. Also, recently published *My Fraud-like Cancer Life* (Wongjin Thinkbig) and *I Thought Everything Would be Alright When I Grow Up* (Force) are receiving good responses from Taiwanese readers.



Bestsellers in Taiwan: *Kim Ji Young, Born 1982*, *I Want to Die but I Also Want to Eat Tteokppokki*, *Hackers TOEIC* series



*In Fact, I am an Introvert*, *My Fraud-like Cancer Life*, *I Thought Everything Would be Alright When I Grow Up*

## Further Prospect

The Chinese publication market's demand for Korea's movie and TV drama-related books, women's literature, psychological self-development books, children's books, and life-style books will remain unchanged. Yet, it seems as if literary titles are showing a sluggish record. Understanding literature hinges on good translation. The improved quality of translation is a good sign, and for books that received a positive response from Taiwan ahead of their export to other countries, Chinese publishers brought in almost the same translated manuscript. It seems that Taiwanese translators are better translating the atmosphere and sentiment of the Korean capitalist society in terms of literature and self-development into Chinese. The regulation on Korean books is said to have been fully lifted from 2019. However, the Chinese government is trying to promote its domestic publication market by broadly controlling copyright import from other countries, including Korea. Due to the lower number of approved ISBN for Korean books, publishers must go through a stricter verification and review to offer a contract. Still, price competition is not as fierce or tough as it used to be before THAAD. It is expected that the Chinese market would have a greater demand for Korea's high-quality books in the future.

#### **\* Korea's Other Bestsellers Exported to China since 2019**

1. *Broad and Shallow Knowledge for Intellectual Conversation* (Whalebook)
2. *Parasite Scenario & Storyboard Book Set* (Plain)
3. The Winner of the Golden Apple Award *The Skirt That Spreads to the End of the World* (Gloyeon)
4. The Winner of the Bologna Children's Book Fair *A Shadow* (Bandal)
5. *Fruitful Mother-Child Communication* (Hanbit Life)
6. *Science Tells You The Answer* (Darakwon)
7. *My Secret Home Cafe* (Recipe Factory)
8. *Easy Philosophical Books for Children* (Daekyo) series (partly contracted among 10 books)
9. *Evolution of Insects in Cartoons* (Hanbit Biz)
10. *Ecology of Dinosaurs: Comics* (Hanbit Biz)
11. *Hair Washing Book* (Borim)
12. *We, Two, Together!* (Borim)
13. *Dad's Mine!* (Borim)
14. *Catch Catch* (Borim)

#### **\* Korea's Other Bestsellers Exported to Taiwan since 2019**

1. *The Butt Referee* (Purple Cow Kids)
2. *The Butt Olympics* (Purple Cow Kids)
3. *The Man I Killed Returned* (Macaroon Books)
4. *The Last Event* (BIR)
5. *A Week Without Courage* (Changbi)
6. *Nobooks Family and a Book Restaurant* (Munhakdongne)
7. *Why Do I Want to Buy It When They Mention It?* (Book 21)
8. *Talking Nice Brought Me Nice People* (Ssongbooks)
9. *Do Not Say Things To Yourself You Would Not Say to Others* (Whalebook)
10. *World Ghost Adventure* (Kyelim Books)

## BOOK TRIP

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# Jeonju, Jeollabukdo

Old City; Matured and Refreshing

Written by Jung Hwan-Jung

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Jeonju, the biggest city in Jeollabukdo Province. A city filled with places to go and things to see. A city with a long history. Home to Gyeonggijeon Hall (the shrine where the portrait of Taejo, the first king of the Joseon Dynasty is preserved) and Jeondong Catholic

Church built in the Romanesque style. It is difficult to put Jeonju into a few words. Now, let's write down a number of things that we would like to see. With this list, the story in Jeonju will be able to flow in a clear direction.

### Matured with time



Jeonju Hanok Village

The most famous place in Jeonju would be the Jeonju Hanok Village without a doubt. It is a village of old but vibrant houses. Yet, the dynamics and the vitality are sometimes too much. Even though Jeonju was chosen as a “slow city,” Jeonju Hanok village is always crowded with all sorts of shops and restaurants, not to mention convenience stores and vending machines. It is, therefore noisy and complicated. These things never go well with the word “Hanok.” However, still, Jeonju Hanok Village is valuable enough to visit. Jeonju Korean Traditional Wine Museum is a must-go spot. It is because there is nothing as optimal as ripening wine to go along with an aged village, and you can actually taste it, too.



Exterior and Interior of Jeonju Korean Traditional Wine Museum

It is convenient to go to the museum as it is 5 minutes away from the first public parking lot. Also, you will not miss it as it is located right next to a wide road. Once you walk into the museum, you'll be able to see a collection of traditional wines gathered from across the nation, not to mention moju (raw liquor; boiled makgeolli with all types of herbs) and Leegangju (a wine made with pear and ginger). However, it would be useless if you cannot have a sip of these wines. Don't forget to apply for various experience programs in advance! As of June 2020, you can have a chance to have a test-sip of wines when you complete a survey on exhibition facilities within the Hanok Village.



Exterior of Jeonju Kimchi Cultural Center

Jeonju Kimchi Cultural Center is not so far from Jeonju Korean Traditional Wine Museum. You can take away in-depth knowledge of Jeonju's kimchi which comes first when talking about the home to savory flavors. You can indeed experience making kimchi, but most of the programs are for groups, and many of them are subject to change due to the COVID-19. For lectures and experience programs on traditional food except for kimchi, you can join as a small group or as an individual as well.

\* Jeonju Korean Traditional Wine Museum: [urisul.net](http://urisul.net), 063-287-6305

\* Jeonju Kimchi Cultural Center: [www.jeonjukimchi.com](http://www.jeonjukimchi.com), 063-287-6300

Wine and kimchi, the flagship food of Jeonju, require patience. You must wait a long time for the two to start letting out their genuine flavor. With time, wine and kimchi will become ripe with enriched flavor, and ultimately have their value recognized. And now, we would like to introduce you to another hot spot in Jeonju that has gone through the same process as these two. It is Hongji Seorim (Hongji Bookstore).

Hongji Seorim is a bookstore opened in 1963 as a little shanty. It is the oldest bookstore in Jeonju and Jeonbuk, and the second oldest in Korea (the oldest one is Jongro Books reopened in 2016). Such a historic bookstore could not evade the Asian Financial Crisis in 1998 and went bust. The bookstore was on the verge of closing down and this made many people upset. It was like a fixed meeting place for Jeonju residents and a hub of cultural content, while at the beginning of semesters police had to be mobilized to organize long



Hongji Seorim

lines of students queuing to buy reference books. Then, a famous novelist Yang Gui-Ja from Jeonju took it over, saying that “I cannot let Hongji, where I dreamed of becoming a literary writer turn into a pub or a restaurant.” She ran the bookstore for several years after that, and today, her nephew has taken the lead after normalization of the operation.

Hongji Seorim, after all the struggles, is still the most loved bookstore for people born in Jeonju. People who left their hometown Jeonju and lived in other regions find Hongji Seorim and fall into deep recollection saying “it hasn’t changed a little bit,” according to the sales manager Kang Sung-Soo, who has worked for Hongji Seorim for 30 years. Jeonju residents build up knowledge, leave a memory, and draw a new future in Hongri Seorim across generations. And Hongji Seorim has prepared a little stand for those readers – the “Jeonju Story.”



Interior of Hongji Seorim,  
A stand for “Jeonju Story” that introduces books about Jeonju and Jollabukdo Province.

The sales manager Kang Sung-Soo recommends the following books from the “Jeonju Story” stand: *1,000 Years of Jeollado Province* (Max Education), *Jeonju for You* (Dream Map), *Jeonju Hanok Village* (Daewonsa), and *Jeonju Hanok Village Again* (Chaeryun). They all genuinely reflect the characteristics of Jeonju and Jeollado Province. Even though they contain a strong regional taste, Kang explained that it adds more fun and interesting aspects to the books. It also implied the fine mixture of a matured, unsophisticated sentiment that built up over a long period of time and the efforts of the bookstore to highlight those factors.

Well, no surprise, there’s more than one old bookstore in Jeonju. Small bookstores began showing up recently with their own special characteristic. “Zal Book (Well Ripen Languages)” is one example. Zal Book was opened in 2018 by Lee Ji-Sun, a former copywriter in Seoul.



Interior and exterior of Zal Book

“Just like others, working in the advertisement field is never an easy job for mothers. I was super exhausted working and raising kids at the same time. So I came down to Jeonju, with a mind to take a rest for a while. But when I got to Jeonju, I was so thrilled to see new bookstores popping up, and went around to see them. This eventually led to opening my own bookstore.”

Perhaps a natural outcome, Lee Ji-Sun’s bookstore gave her the title “head of Jeonju Bookstore Network.” Yet, she feels abashed about the title saying “everything was decided when I was absent.”

The name “Zal Book (Well Ripen Languages)” implies her philosophy towards life, as she knows the importance of words and writings more than anyone else. However, she says that she does not want “Zal Book” to be limited to a place for books.

“Even though it is a very small place, I held performances, lectures, and classes. I wanted to tell people that such fun and interesting things can take place in a bookstore. Perhaps thanks to those efforts, not only my neighbors but also college students from afar come visit my bookstore. And they have a lot of chats in it, too.”

### **Interview with the bookkeeper of “Zal Book”**

#### **1. What is the concept of the bookstore?**

I opened “Zal Book” with a wish of making a bookstore of consolation and empathy. I believe that we read books to become better selves, and this eventually makes better “us.” Even though Zal Book is a small bookstore on a backstreet of a village, it would be an amazing experience to meet a book that gives a little change to your life. This is why I display various fine books on the shelves that I recommend to visitors.

#### **2. What is the reaction of visitors?**

I think there were so many who could not enjoy the place in the beginning. They would enter hesitantly and feel awkward

to be in the little space with the bookkeeper alone. So I tried to leave the door open and get closer to people. And now in three years, I am greeting visitors who find Zal Book as a cozy and warm place to have a little chat in the neighborhood. I would love to have more visitors, but the number is growing, and with more orders made, I am not losing momentum for running the bookstore.

### 3. A tip for visitors to fully enjoy Zal Book?

Just like any other bookstores, it is important to get close to the bookkeeper. I think it is great to exchange short conversations on daily life in my little bookstore in the era ushering into a contact-less society. Sharing information on books with each other, well, this is only possible in small bookstores.

### 4. What books would you recommend overseas readers?



*Guard Up, White Horse*

I often recommend the first book to my visitors. It is a picture book for grownups. *Guard Up* (Manman Books) by a picture book writer Ko Jung-Soon is for those who are exhausted from daily life or going through a challenging time. Charcoal drawings with thick and powerful lines make the fists of the boxer more vigorous. You will be able to charge your energy after looking at the boxer that stands up again and again after rounds of punches and kicks.

The second book I recommend is *White Horse* (Munhak-dongne), a novel by a young writer Kang Hwa-Gil. She is a writer that keenly observes gender issues in Korea and puts what she feels into words. She helps us think about the undiscussed gender issues through marvelous short stories. Overseas readers would be able to feel the new energy of the young writer.

#### 5. Is there a must-go tourist spot in Jeonju?

Well, many people think of the Hanok Village when talking about Jeonju, but I would like to suggest going to the Geonji Mountain Trail near my bookstore. It is surrounded by the sun tree forest and a beautiful lake named Osongji. You will be able to feel revitalized after 30 minutes of walk there.

As such, “Zal Book” has been working as a catalyst for maturing communication and exchanges between people. Indeed, there are other bookstores that are carrying out similar activities as Zal Book. But it is difficult to visit each of the small bookstores in Jeonju. Then, how about going to Jeonju City Hall?



Lobby of Jeonju City Hall

Jeonju City Hall decorated the lobby with shelves filled with books. Regardless of the visiting purpose, anyone can read books and stay as long as you want. The books come in various types and genres, and the place is never too strict or noisy. Another welcoming news is that you can meet one of the bookstores from the Jeonju Bookstore Network mentioned earlier. The 10 member bookstores in the network are carrying out curation programs in the lobby, promoting their characteristics and identity. So, even though you do not have an administrative issue, try visiting the City Hall. You will be able to have a special experience that you will never be able to have anywhere else in this unique place. All this might be the genuine charming point of Jeonju, a city old but endlessly evolving.

## KOREAN PUBLISHERS

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### Maumsanchaek

**Hopes to be remembered as a publisher with who you can talk through books**

Organized by Kim Moon-Soo

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There is a publisher who looks into the minds of readers and takes a walk together inside them. It is Maumsanchaek, who has been strolling inside readers' minds for the past 20 years. Maumsanchaek is a publisher that produces books that readers can easily read anywhere they like and discovers the literary works of female writers who have been facing limitations due to the glass ceiling. Let's take a look into the interview with publisher Maumsanchaek who wishes to respect not only the values of writers but also those of readers, hoping to prosper together.



Logo of Maumsanchaek

Could you please introduce us to Maumsanchaek?

Maumsanchaek is a publisher specialized in literature, art, and liberal arts books. While pursuing to produce literary books with an eye-catching concept, art books where letters and images make a perfect harmony, and liberal arts books that enlarge the scope of ideas, we aim to make the greater world of books.

Please tell us about some of your representative books.



“Short Novel Series”

Among the “Short Series Novels” containing fine literary works, we recommend *Three Wishes* by Park Wan-Seo, *I don't care no matter what* by Lee Ki-Ho, and *I have been thinking about that for a long time* by Kim Geum-Hee. With humble life in the background, they are good representations of triumph and tragedies happening in life while picturing the meaning of daily life.

If you are a prose-lover, then we suggest you read *The writings*

*written in my youth* filled with delicate sentences of Kim Yeon-Soo, and *A dictionary of the words about mind* by Kim So-Yeon, which is like a linguistic treasure box of the poet.

For movie maniacs, *Hommage of Chan-Wook Park* and *Montage of Chan-Wook Park* would be a perfect choice on top of the interview series. Containing columns, essays, interviews, production diaries, and critiques written by director Park Chan-Wook, you will be able to discover the true world of the “Park Chan-Wook Universe.”



*The writings written in my youth, A dictionary of the words about mind*



*Hommage of Chan-Wook Park, Montage of Chan-Wook Park*

Maumsanchaek is celebrating its 20th anniversary this August.

What are the achievements you have been making until today?

This year is the 20th anniversary of the establishment of Maumsanchaek. The first achievement we've made is that in the new wave of literature after the year 2000, we have steadily worked to interact and breathe together with young readers. For example, the "Short Novel Series" that marked the trend of the millennial generation that consumes content in an image is recognized among readers as a series with a good harmony of literary works and pictures. The series could expand the readership by inviting readers sensitive to images on top of narratives through short novels designed as an art book.

The second achievement is that we've opened a new path of essays in the Korean publication market by producing literary works with a clear concept. We wanted to bring once marginalized essays to the center and make them as a bowl for the naked aspects and lively voice of writers by throwing in keen topics such as literary theory and story-writing process. Through such efforts, the value of essays was rediscovered in the Korean publication market, which has led to the continuous production of essays until today.

Third, we wanted to shed light on the power of imagination that liberal arts and poetry written by women have. For example, we tried to highlight the "first" women in each field that broke that "glass ceiling" amidst a tough situation where it is hard to discover literary works by female writers facing obstacles due to gender

stereotypes and is difficult for women to carry out social activities. We believe that the works produced by Maumsanchaek have played a great role in mainstreaming female authors to write in their own language.

The “*Mal Series (Interview Series)*” is a popular series of Maumsanchaek. What was the motivation, and what is the reaction from others?

The “*Mal Series*” is an interview collection of masters in humanities, social science, and art including writers, theorists, and movie directors. The reason we are introducing their worlds in the form of an interview (“*mal* (means verbal language in Korean)” is that words can truly reflect a person’s ideas and philosophy. Also, before readers get to jump into the world of those masters’ art, we thought that it would be good to help them have the first encounter through the interviews containing background knowledge of their theories and creations.

Yet, this series was not published as it is in the overseas market. We chose some of the interview series published by one of the college publication teams in the US, and are currently looking for each one of interview books of those that we think are important enough to be discussed solely and include them to the “*Mal Series.*” We also mulled over the consistency of the books’ cover; we put the portrait on the front, and added color around the cover to effectively stress the person. When we put the 14 books published until today in a

row, they look like a rainbow, too.

Thanks to the power and resonance of “mal (verbal language in Korean),” the series has been steadily loved by readers of liberal arts, and books of female ideologists such as Susan Sontag and Hannah Arendt are undergoing additional prints. In particular, marking the International Women’s Day, we’ve also published *Wanseo Park: The Interview* and *Light Paperback*, pocketbook edition of *Susan Sontag: The Complete Rolling Stone Interview*.



“Mal Series (Interview Series)”

**Maumsanchaek has many books written by overseas writers.**

**Was there a particular event that made you translate foreign books?**

We want to try communicating over cultural boundaries by translating already-published books with high quality. In particular, we've been interested in titles in line with the literary value, humanitarian ideology, and the voice of women that we pursue. And once we choose a writer based on all these criteria, we published all the titles they wrote in their country as it is one of our rules to publish the whole set of works. The examples were James Salter, Jhumpa Lahiri, and Yonehara Mari. Their whole sets of work were brought in to Korea, where Korean readers could take a stereoscopic view and see how the writer's interests changed over time. Also, we've been working to promote overseas writers by publishing tabloid newspapers with their names as titles.

**Is there anything you are working on to interact with overseas readers?**

It is hard to say that we've been having free communication with overseas readers. However, recently, we've been working to promote our news to readers all across the world through Social Media. We occasionally received feedbacks from overseas writers about our book covers for the Korean market through Social Media and received suggestions from agencies that they wish to publish our books in their country. Also, we met overseas readers when we participated in the Frankfurt Book Fair or Salon du Livre Paris. We

hope to make more opportunities to reach our readers in the future.

**Is there a unique standard or values that Maumsanchaek has when choosing writers or works?**

Well, the element that we stress the most is the “texture” of works written by literary, art, and liberal arts authors. The books we prioritize when it comes to publishing are not those that merely provide questions and answers but those with lively breathing questions, answers, and messages of writers, where the three elements resonate with readers today.

**The name “Maumsanchaek” has three meanings. Could you please tell us more of each meaning along with the unique vision you have?**

Well, the first meaning is “taking a stroll into your mind, a walk into ideas,” and the second meaning is “a mind-mountain (maum refers to the mind, and san refers to a mountain) built up by reading.” The last meaning is “the book I bought as I liked it.” The three meanings are all the values that we try to pursue, but in particular, our vision is to carry out communication with readers through books that permeates into the readers’ minds just like the third meaning.



Maumsanchaek

**Last but not least, what values does Maumsanchaek pursue as a publisher?**

We would be publishing literary, liberal arts, and art books just as we've been doing until now, but the most important thing is the value of the content. We hope that Maumsanchaek is remembered as a publisher who makes books that can be only explained by books, and focus more on how to include and present more refined and qualified content. The content here would be producing new issues and leading talks in accordance with the generational trend. At the same time, from a perfunctory perspective, we also dream of becoming a publisher that readers remember in an image by producing works they can own with a vivid texture of paper and design.

## Publishing Industry

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# Current status of each field in the Korean publishing market

## 6. Self-Development Publications

Written by Won-Keun Baek (Books & Society Research Institute, President)

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Self-development books in Korea are referred to as those related to the know-how on social relationships, success, skill cultivation, and educational tips. Put in other words, they are like guide books to live a better life. Among general books published for adult readers, self-development books are regarded as the low-level genre for

practical books. As they are not specified to a particular genre, some books of this kind are put on the boundary between different fields or have several genres mixed in them. The reason readers choose to read self-development books is to pull themselves up to the next level through behavioral changes and positive mindsets and to carry out a successful social life. As such, these books give courage and hope to their readers encouraging them that they can do whatever they resolve to do.

Approximately 10.3% (multiple responses allowed) of Korean publishers were publishing self-development books. Also, about 2.5% of them are mainly specialized in publishing self-development books (KPIPA, “Publication Industry Survey 2019”). According to “Publishers in Korea: 486 (2019)”, a data collection of member publishers announced by the Korea Publishers Association, 21 publishers (about 4.3%) claimed to have self-development books as their major publication field. In other words, 1 out of 10 Korean publishers are producing self-development books, while some among them are specialized in the field.

According to the publication statistics released by KPIPA in 2018, the number of self-development titles published was 1,490, where it hasn't changed much ranging around 1,500. Also, if we look at the 2019 sales record of Kyobo Bookstore, a representative on- and off-line bookstore in Korea, about 4% of its total sales were from self-development books. It showed that the sales revenue of the field increased by 5% on an annual basis during the recent 3 years. These

all imply that even though the number of titles or market size could be smaller than other fields, self-development can be regarded as a relatively stable field as well.

So, what kind of people look for self-development books? The major readership is college students in their 20s and young working population in their 30s. These are age groups that put effort into achieving productive results, cultivate skills, and well-managed human relationships with a relatively strong desire to change themselves in a better way. Here, books containing helpful and valuable advice and encouragement about the right attitudes toward life and social relationships work as a guide in life to follow in their footsteps. Meanwhile, essay-style books that readers can flip through without feeling pressure to learn something from them are popular in particular, as they unfold the necessary principles and know-how for successful life while introducing cases with high readability.

The self-development book market is largely divided into two: translated works and Korean works. Books from the US and Japan used to be traditionally influential in the market in terms of translated works, but recently, those from China are particularly building steam. Major topics covered are building good habits, presentation skills, managing emotions, working know-how, cultivating personal abilities, and how to cope with people at work, which all provide advice for a successful life, human relationships, communication, and a passionate attitude. In some cases, books that instead seem to be liberal arts or economics & business

administration books emerge as most-read self-development books.

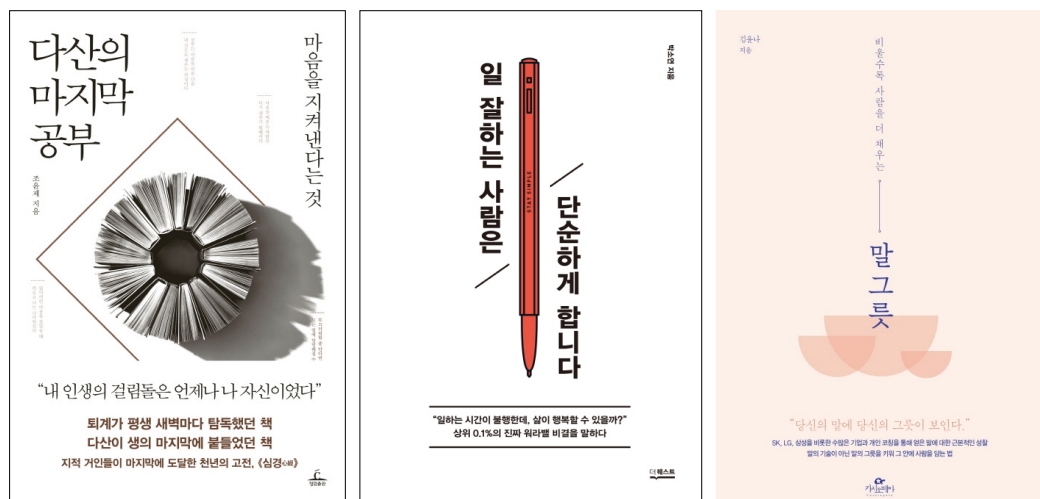


*Atomic Habits, Grit, Son, Read When You Are Exhausted in Life*

It is not easy to throw off bad habits and build good ones. As people have difficulty cutting off their bad habits, “habit” is a common topic. *Atomic Habits* (Business Books) written by James Clear, a self-development specialist, persuasively tells how changing habits can change your life based on recent research from brain science or psychology. Meanwhile, important elements in social life and communication are speaking and writing. Translated works from China take the upper list of bestsellers in these fields; it is a bit odd to see how many of those works linked the story to Harvard University. Spotlighted books were *Harvard Speaking Class* (Readlead Pub.) by Liu Lina, the writer of multiple bestsellers in China, and *How to be an Attractive Speaker* (Davinci House) by Jang Chao, a communication specialist.

The key to success is passion and behavior. *Grit* (Business

Books) written by Angela Duckworth, a psychologist in the US., emphasizes the power of passion and the tenacious power of ‘grit’. While stressing that the secret to a successful career is not talent but the combination of passion and patience, the book is now on the shelves again as a re-covered edition marking the 100th print since it was first published in 2016. Popular books about passion and attitudes include *Attitude* (0509 Books) by Wu Jun, a venture investor in Silicon Valley, consisting of his advice for his daughter and *Son, Read When You Are Exhausted in Life* (DayeonBook) by professor Yoon Dae-Jin from Seoul National University Hospital that tells his son how to manage himself to live through the world with a father’s love.



*Dasan's Last Study, High Performers Know How to Stay Simple, A Vessel of Humanity That Fills Up Endlessly*

*Dasan's Last Study* (Chungrim) by Cho Yoon-Je, researcher of classical study, was the most popular Korean self-development book last year. It introduces *Shimkyung* (心經), which was a

bestseller during the Joseon Dynasty and said to have been the favorite book of Toegye Yi Hwang and Dasan Jeong Yak-Yong. *Shimkyung* is a book which Jin Deok-Soo, a Confucianist from the Song Dynasty, China, selected and interpreted parts related to calming one's mind from several scriptures including the Seven Chinese Classics. While magnificent enough to be called a humanitarian liberal arts book, the publisher's clever choice of titling it *Dasan's Last Study* regardless of its irrelevance to the content actually worked in boosting sales.

Also, *Skillful People Talk Simple* (The Quest) written by Park So-Yeon, a consultant on leadership, is a follow-up work of her *High Performers Know How to Stay Simple* (The Quest). It instructs office workers how to use different words and language at work and in daily lives, arguing that the two differ. In addition, *A Vessel of Humanity That Fills Up Endlessly* (Cassiopeia) by Kim Yoon-Na and *Writing Bible: O.R.E.O* (Uknowbooks) are also mentors of talking and writing. Meanwhile, *A Little Sense Could Make You Rich* (Wisdom House) by Kim Joo-Ha, a consultant on boosting sales, emphasizes that how you talk determines how much money you make with the sub-title "The Joo-Ha Secret: You, too, can bring up sales by 30-fold!"

*Eight* (Chaijungwon) by Lee Ji-Sung, a well-known author for self-development books, offers 8 methods including "think philosophical" to improve yourself against the A.I. emerging in the advent of the 4th industrial revolution. Also, *I Saw the Future at*



*Eight, Will You Live Rest of Your Life Unchanged?,*  
 Revised & Enlarged Edition marking 10th anniversary of *Frame*

*Amazon* (Hanbit Biz.) by Park Sung-Joon talks about the “Amazon style” he learned while working at Amazon for 12 years and how to “design your life and career.” Moreover, *Are You Going to Keep Living as You Have Lived?* (Suo Books) written by Kim Chang-Ok, a leadership consultant, is claimed to be a self-revolutionary guideline. *How to Study Perfect* (ROK MEDIA) by Ko Young-Sung and Shin Young-Joon suggests how to study for further success and development. Not to mention the famous *The Secret of Thinking* (Golden Lion Books) by CEO Kim Seung-Ho, a businessman who reaped success in a US food company and is currently running the world’s largest lunchbox company.

*Frame* (2007, Book 21) by Choi In-Chul, a professor of psychology at Seoul National University who had been a professor at the University of Illinois, is a steadily-selling title containing psychological wisdom with 400 thousand copies sold. Its revised and enlarged edition marking the 10th anniversary is drawing

attention among readers. Here, the word “frame” in the title refers to the frame of mind opened towards the world. His new work *Good Life* (2018, Book 21) delivers the psychological wisdom that helps improve your life. Its title “good life” refers to a life that looks at the world within a good “frame.”

Major publishers in the field of self-development in Korea are Business Books, Tornado, Book 21, Chungrim, Wisdom House, Woongjin Thinkbig, Sam & Parkers, Hanbit Biz., Forest Books, Hankyung BP, Gilbut, Dasan Books, and Cassiopeia. Being supporters for those dreaming of a better tomorrow through books, further diversification and evolution of publishers for self-development books are indeed anticipated in the future.

**Publishing Policy**

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**Integrated K-Book Platform**

The Publication Industry Promotion Agency of Korea presents

**Integrated K-Book Platform**

a data archive of Korean Books!



Integrated K-Book Platform is now open to help exporters of

***K-Book copyrights!***

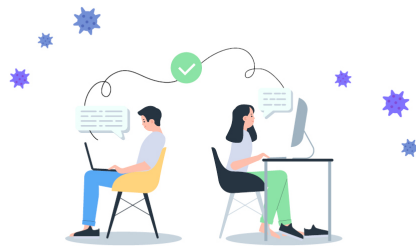
## #Features

- » Able to search through a total of 12 categories and various hashtags
- » Able to search Korean authors, publishers, and agencies
- » Able to send inquiries to publishers and agencies



## Due to COVID-19,

International book fairs including Bologna Children's Book Fair are turning their eyes to online platforms.



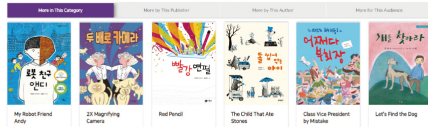
## *KPIPA has jumped in, too!*

We are planning to utilize the Integrated K-Book Platform and host business 1:1 matching programs to support the export of publication copyrights.



## #Upgraded Feature

» Able to search for information, including countries with copyrights already exported and published years of books on our unique search system for different categories and readership



## Integrated K-Book Platform

hopes to be a useful platform for overseas publishers who wish to import Korean books and copyrights!

### \* Introduction\_English

[http://k-book.or.kr/user/news/news\\_view?idx=580](http://k-book.or.kr/user/news/news_view?idx=580)

### \* Introduction\_Chinese

[http://k-book.or.kr/user/news/news\\_view?idx=581](http://k-book.or.kr/user/news/news_view?idx=581)

### \* Introduction\_Spanish

[http://k-book.or.kr/user/news/news\\_view?idx=582](http://k-book.or.kr/user/news/news_view?idx=582)

## New Books

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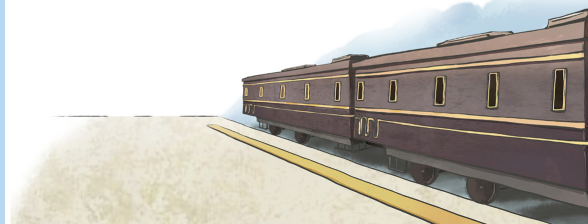
# Three Generations of Railworkers

## Three Generations of Railworkers

A gripping story penetrating  
the 100-year-history of Korea's modern history



Tells the three-generation-crossing  
story of a labor activist and his ancestors  
who had been working as railwaymen  
during turbulent times in the past



## *The Three Trainman Generations*



1st generation. Lee Baek-Man

Worked at a train manufacturing factory



2nd generation. Lee Il-Cheol

Worked as an engineer during the Japanese occupation of Korea, who then moved to North Korea after the liberalization



3rd generation. Lee Ji-San

Worked as an engineer in North Korea and lived as a captive in South Korea after the Korean War

## *Factory Worker*

4th generation. Lee Jin-Oh

Held a longterm sit-in  
at a high altitude fighting for labor rights



Tough and challenging  
laborers' life that passed down in  
the family for four generations

from the Japanese occupation  
and liberalization  
to the 21st century

“

*He thought that  
all these efforts  
mattered.*

”

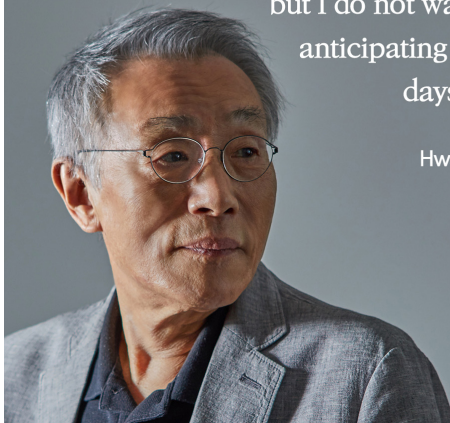
The history of a family  
who lived a life as laborers  
and ordinary citizens

is also OUR story



The world will transform  
at a very slow pace,  
but I do not want to stop  
anticipating the better  
days to come.

Hwang Sok-yong





## The root of the lives of Korean laborers

demonstrated by the renowned  
writer Hwang Sok-yong,  
a nominee for the Nobel Prize  
for Literature in 2020

A Full-length Novel by Hwang Sok-yong



### **Three Generations of Railworkers**

Changbi Publishers | June 5, 2020

## Best Sellers

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### 3rd Week, June

#### Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong

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June is the perfect season to read books in a warm breezy room. Scorching hot summer seems to have arrived in Korea. What did Korean readers read in the third week of June? There is a book that hit the upper sales rank among bestsellers in June only within a month of its publication. It is the newly announced *Take It Easy, Don't Try Too Hard* written by Kim Soo-Hyun, the writer of *I Decided to Live as Me* (Woods of Mind's Books). Telling its readers how to engage in relationships that do not overwhelm one's emotional capacity, the book has drawn support from the young generation in a short period of time. Another essay among bestsellers is *In Our Daily Language* written by Kim Eana, a famous Korean lyricist. In her book, she softly touches upon the delicate world of emotions embedded in the common words we use in our daily life.

Children's books are also recording high sales as summer vacation

is just around the corner. The new series of *Seol Min-Suk's Great Adventure in Korean History* and *Hunhan Nammae* always become bestsellers right after their publication, as they are steadily beloved by children readers. In particular, recently published *Seol Min-Suk's Great Adventure in Korean History 14* drew a warm response from readers immediately after the pre-sale opened. On the other hand, the marketing efforts of the publisher helped *Hunhan Nammae 5* to gain popularity as well, as it ran many events such as providing giveaways marking the first anniversary of the initial publication of the series.

Novels must not be missed, too. The *La Boite de Pandore* series by Bernard Werber has been one of the top 10 bestsellers since its initial publication, proving the influence of the star writer once again. Also, *From the Eyes of* by Chung Se-Rang, who has spent five whole years finishing the book, carries out the story from the viewpoint of female characters, topping the bestsellers' list as soon as it was published. Meanwhile, the genre novel series *Children of the Rune* is one of the representative fantasy novels in Korea selling a whopping 1.6 million copies in Korea only, while making its way into the Japanese, Taiwanese, Thai, and Chinese markets. Appraised as the "most beloved fantasy in Asia," the revised series of *Children of the Rune* is available in a full set (9 books in total), receiving tremendous love from fantasy-lovers.

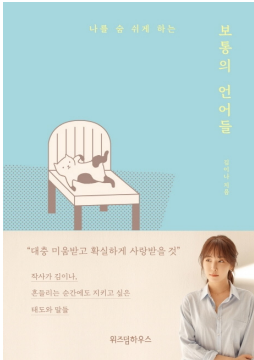
\* *K-Book Trends* Vol. 18 – Interview of I-Seum

\* *K-Book Trends* Vol. 20 – Interview of Serang Chung


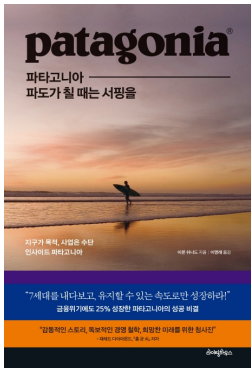

\* *K-Book Trends* Vol.12 – Interview of Jeon Min-hee

\* The rank of bestsellers below was organized after integrating domestic best sellers in the third week of May from the four biggest online bookstores in Korea - Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

BEST SELLERS

<p>1</p>		<p><i><b>The Having</b></i></p> <p>Author   Lee Seo-Yun, Hong Joo-Yeon          Publisher   Suo Books          Genre   Self-development</p>
<p>2</p>		<p><i><b>Take It Easy, Don't Try Too Hard</b></i></p> <p>Author   Kim Soo-Hyun          Publisher   Noll (Dasanbooks)          Genre   Essay</p>
<p>3</p>		<p><i><b>The Property of Money</b></i></p> <p>Author   Kim Seung-Ho          Publisher   Snowfox Books          Genre   Economics &amp; Business Administration</p>
<p>4</p>		<p><i><b>In Our Daily Language (Hard Cover)</b></i></p> <p>Author   Kim Eana          Publisher   Wisdom House          Genre   Essay</p>

BEST SELLERS

<p>5</p>		<p><b><u>La Boite de Pandore 1 (Hard Cover)</u></b></p> <p>Author   Bernard Werber          Publisher   The Open Books          Genre   Novel</p>
<p>6</p>		<p><b><u>Children of the Rune (Full Demonic Set)</u></b></p> <p>Author   Jeon Min-Hee          Publisher   Elixir          Genre   Genre Novel</p>
<p>7</p>		<p><b><u>Let My People Go Surfing</u></b></p> <p>Author   Yvon Chouinard          Publisher   Writing House          Genre   Economics &amp; Business Administration</p>
<p>7</p>		<p><b><u>Seol Min-Suk's Great Adventure in Korean History 14</u></b></p> <p>Author   Seol Min-Suk, StoryBox          Publisher   I Human          Genre   Children</p>

BEST SELLERS

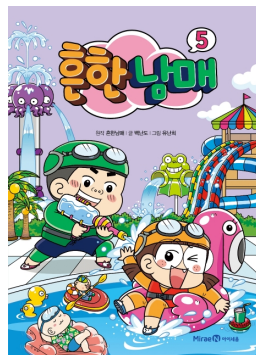
9



***From the Eyes of***

Author | Chung Se-Rang  
 Publisher | Munhakdongne  
 Genre | Novel

9



***Hunhan Nammae 5***

Author | Hunhan Nammae, Paek Nan-Do  
 Publisher | i-seum  
 Genre | Kids Comics

## #K-Book

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## #Environment

**KPIPA introduces K-Books for global publishing markets through K-Book Platform**

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*In a World Gone Wrong, I Try to Live Right*

### 1. Publication Details

Title | In a World Gone Wrong, I Try to Live Right

Subtitle | Life Stories Told by Women with Strong Hearts

Author | Ecofem

Publisher | BookSense

Publication Date | 2019-03-31

ISBN | 9788993746495

No. of pages | 280

Dimensions | 128\*188

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### 3. Book Intro

Simply looking at some people's lives gives us courage to readjust our life directions. "Harmonizer," an activist from Ecofeminists United, who needed encouragement to take on a new phase of her life, met with her seniors and colleagues who had walked resolutely on their own paths, and she put their stories together in this book.



One thing these women all have in common is that they are ecofeminists. From Yim Soon-rye, film director of Little Forest, Go Eun-yeong, a young politician in Jeju Province, Na Yeong, an activist for the legalization of abortion, Lin, a vegan chef, Ji Sup of Fox Bookstore, a model for sustainable management, Kim-Shin Hyo-jeong, a researcher on native seeds, Chae Eun-sun, a manager of a feminist and creative culture group, Moana, a neighborhood feminist, Mun Seong-hi, a researcher on cooking to care for one's body, and to An Hye-gyeong, a musician who bakes. Although their lifestyles, jobs, and personalities all differ, their stories told from their own experiences will give great energy and encouragement to readers.

*In a World Gone Wrong, I Try to Live Right* is a book offering encouragement and clear directions for women standing confused at the threshold of their adult lives. How much you know about ecofeminism does not matter. Whoever opens this book to read will be the thirteenth woman ready to find her greatness. Welcome!

\* [http://k-book.or.kr/user/books/books\\_view?idx=2486](http://k-book.or.kr/user/books/books_view?idx=2486)

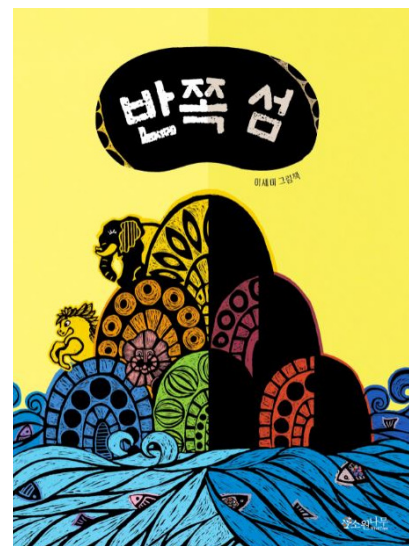
## *The Half Island*

### 1. Publication Details

Title | The Half Island  
Author | Lee Sae-Mi  
Publisher | SOWONNAMU PUBLISHING  
Publication Date | 2019-01-25  
ISBN | 9791186531884  
No. of pages | 56  
Dimensions | 206\*288

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### 3. Book Intro

A small island that is half covered in garbage, and an environmental message from the island!

Five brothers who drift out to sea arrive at a small island. They find that the island has clean water and air and is abundant with various plants and animals, so they decide to live there. They cut wood to build a house and carelessly throw

away garbage.

The small island is soon covered with garbage and turns into a place where living things cannot live any more. It is a symbolic place that represents Earth and warns us of the grave reality of worsening environmental pollution. In each drawing that depicts garbage, photos of garbage taken by the author are composed so as to clearly deliver the theme of this book.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2762](http://k-book.or.kr/user/books/books_view?idx=2762)

## *The Building Where Trees Grow*

### 1. Publication Details

Title | The Building Where Trees Grow

Author | Yoon Kang-mi

Publisher | Changbi Publishers, Inc.

Publication Date | 2019-01

ISBN | 9788936455354

No. of pages | 40

Dimensions | 295\*230



### 2. Copyright Contact

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### 3. Book Intro

This book earned enormous love and interest from guests at an exhibition hosted by Hyundai Museum of Kid's Books & Art, and was been selected for publishing support. The judges stated that the book reminded them of Gaudi, the architect, as it was very successful in building a "fantastic and solid alternative." Through the picture of a girl living in an apartment in the city and imagining "her own house," we can picture her changing a grey city into a green one. Through this book, readers have the opportunity to slowly reflect on the relationship between the nature and humans, and also the relationship between humans and architecture, while dreaming of a world where the nature and humans live together.

\* [http://k-book.or.kr/user/books/books\\_view?idx=1218](http://k-book.or.kr/user/books/books_view?idx=1218)

## The Fourth Table

### 1. Publication Details

Title | The Fourth Table

Subtitle | A Cooking Doctor's Healthy Table

Author | Lim Jae Yang

Publisher | Specialbooks Inc.

Publication Date | 2018-11-15

ISBN | 9791188912292

No. of pages | 162

Dimensions | 150\*215

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### 3. Book Intro

Why the “fourth table”?

Why should we take an interest in farming, food and food waste?

The author explains that, although eating is the cause of lifestyle-related illnesses, traditional analytic approaches to nutrition that teach people to make up for any deficiencies and to eat certain foods to be healthy are only half right. Doctor should not give recommendations to patients based on nutritional analysis, but should prescribe medication and talk about food that is good for discharging environmental hormones from the body.

The average consumer does not have the right information to shop for healthy ingredients. They just assume that buying, cooking and eating expensive ingredients from an organic food store is healthy. Therefore, depending on the illness, doctors should teach patients about the right types of ingredients grown from different environments and how to cook them. The author, who is also a doctor, feels that now is the essential time to find a solution because we are under counter-attack by environmental hormones.

Food should not be eaten just to please the palate but also for health. That way, the land can live, agriculture can thrive, and our bodies can be healthy. Furthermore, he argues that doctors should be the first to spread information about and alert people of the various problems related to food waste – environmental pollution, astronomical disposal costs, and an eventual increase in human illness. Doctors who understand the incredible effects of dietary fiber should step up to explain the benefits, farmers should produce such healthy produce, and consumers should prepare food with them – but it's doctors who need to take the lead and spread the word about healthy food.

The “first table” refers to dining in the past, where the simple purpose was to fill stomach. The “second table” is the era when people look for better and organic food. The “third table” is when chefs take the lead in creating meals that save the environment, support sustainable agriculture, and bring out the unique taste of the ingredients.

The Fourth Table was published based on the author’s belief that it is doctors who should come forward for the healthy eating culture of the world. The author introduces results based on years of experience, highlights the importance of food culture and the impact of vegetarian diets, and presents the fourth table as an alternative that goes beyond the first, second, and third tables in terms of food waste, environmental hormones, obesity and diet.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2818](http://k-book.or.kr/user/books/books_view?idx=2818)

## Why Do Finnish People Go to Secondhand Stores?

### 1. Publication Details

Title | Why Do Finnish People Go to Secondhand Stores?

Subtitle | The meaning of consumption and the environment found in Helsinki’s second-hand stores, vintage store

Author | Park Hyunsun

Publisher | HEYBOOKS

Publication Date | 2019-11-25

ISBN | 9791188366170

No. of pages | 352

Dimensions | 143\*200

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### 3. Book Intro

Modern society suffers from environmental problems caused by easy consumption and rapid disposal. The development of capital and technology made possible mass production and mass consumption, but we are now faced with the problems of resource depletion and environmental pollution. We are at a point where we must think about consumption and production methods for a



better future.

“Consumer and environment” was a topic of dilemma for the author of this book, who studied design. Her concerns continued while she was staying abroad in Finland, a country with such glamorous descriptions as “Design powerhouse,” “Welfare state,” and “Highest ranking country on the happiness index.” Yet she found the answer in an unexpected place. What she witnessed was “secondhand culture becoming a part of everyday life.” “The city of secondhand shops, Helsinki was the site of the circulation economy. Resources are not typically circulated in the linear economy model that was born with the industrial revolution, yet products that were previously disposed of were being repaired, recycled and reused. Most of all, individual consumers participated in secondhand culture by becoming the subjects that extended the life of products. In this book, the author introduces in detail the secondhand shops run by donations, sales agency secondhand shops, vintage shops, flea markets and second-hand trading events along with the nature of Finnish secondhand culture through her experiences and interviews with local people.

If easy consumption and quick disposal are problems of modern society and an individual cannot fully consume the value of an object, which leads to the wasting of valuable resources, and if you do not need to own every single product, shouldn't there be a way to share them?

The messages about the consumption and the environment that Finland's secondhand culture sends to us does not only provide an opportunity to consider and rediscover the value of products, but also to inform both consumers and producers that they should consider healthier choices for a better future.”

\* [http://k-book.or.kr/user/books/books\\_view?idx=2854](http://k-book.or.kr/user/books/books_view?idx=2854)

## *Is This the Life You Wanted?*

### 1. Publication Details

Title | *Is This the Life You Wanted?*

Subtitle | Eco Feminism: How to Live a Simple Life

Author | Ecofem

Publisher | GANA Publishing CO., Ltd

Publication Date | 2019-09-30

ISBN | 9788957360132

No. of pages | 218

Dimensions | 170\*240

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### 3. Book Intro

“A story of people trying to lead a good life in a not-so-good world.”

“Can we continue to live like this? Can future generations survive on Earth?” The eco feminist movement started from these questions as a cultural paradigm that seeks to build equal relationships between humans and humans, and humans and nature in modern society, where humans destroy nature, men dominate women, and humans live in competition and greed.

Eco-feminists criticize androcentrism and the development-centric thinking of the ruling class, stand against global conglomerates’ destructive activities, and search for actions we can take at this moment for women, developing countries, and ecology, all alienated from—or sacrificed for—development. This book sheds light on eco-feminism, something we must know for sustainable development, as well as the Korea Eco Feminist Association which has made endeavors for eco-feminism, ecologism, egalitarianism, and feminism to rake root in our society over the past 20 years. Moreover, it makes detailed suggestions that we can put into action right away and persuades readers to build a society in which ecology and humans, and preservation and development can go hand in hand.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2676](http://k-book.or.kr/user/books/books_view?idx=2676)

## *An Inquiry into the Environmental Doomsday Clock*

### 1. Publication Details

Title | An Inquiry into the Environmental Doomsday Clock  
Subtitle | A Story about Climate Change and the Environment for a Kind Society  
Author | Park Sukhyun  
Publisher | Blue Bicycle Publishing Co.  
Publication Date | 2018-09-20  
ISBN | 9791188609178  
No. of pages | 196  
Dimensions | 173\*224



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### 3. Book Intro

When the hands of the Earth's "Doomsday Clock"—a clock that shows how bad the Earth's environment is—points to midnight, the Earth's fate will be sealed. Right now, the Earth's Environmental Doomsday Clock is pointing to 9:33 p.m. With less than three hours remaining, the book portrays the world with the Doomsday Clock and examines climate change, an important environmental issue that makes the clock tick faster. The book also introduces the main culprits of climate change, which causes every environmental problem on Earth, as well as their devastating results, eventually explaining why we need to act and change our ways of life to revive the Earth and protect the future.

For change, we need to identify the cause of the crisis, feel the need to act in order to heal the cause, and personally take action. We hope you will take your first step into changing your thoughts and putting them into practice in your life with *An Inquiry into the Environmental Doomsday Clock: A Story about Climate Change and the Environment for a Kind Society*.

*An Inquiry into the Environmental Doomsday Clock* is composed of four chapters: what is climate; environmental changes due to climate change; changes in our lives to stop the Doomsday Clock; and the world's efforts to turn back the Environmental Doomsday Clock.

Listen to experts in the field vividly explain why climate change occurs, how we should live in an age of ongoing climate change, and what we can do to slow down climate change to prevent the damage from growing. This book was planned and written over several years in order to lead readers to a life of small

changes they can practice, and thus it is a book on the environment that seeks change and action.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2589](http://k-book.or.kr/user/books/books_view?idx=2589)

## *Mimi's Sweater*

### 1. Publication Details

Title | Mimi's Sweater  
Subtitle | Good Consumption for Ourselves and Environment!  
Author | Jung Haeyoung  
Publisher | Nonjang Publishing Co.  
Publication Date | 2018-11-28  
ISBN | 9788984143364  
No. of pages | 44  
Dimensions | 238\*260



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### 3. Book Intro

Do you always find yourself with no clothes, even though you continue to buy them? Let's try to create our own style and protect the environment with good consumption! A collage of pictures of clothes sewn by hand and valuable information about environment stand out! Enjoy the visual joy as seeing the author's hand-made clothing and drawings that parody renowned scenes from movies! Mimi needed new clothes. Her clothes have gotten small. New clothes must be of good quality and must match the style of the clothes in her closet. But she should not buy clothes that don't fit or clothes that only follow trends. And she should not blindly buy clothes only because they are cheap. The consumption pattern of Mimi is different from the trends of today. People are used to the vicious cycle of buying, getting tired of soon, throwing away and buying new clothes. On the other hand, she carefully thinks through a lot of things when buying a single article of clothing. She patches old clothes and takes those that do not fit to the flea market. She wears, fixes and alters clothes from the moment she buys them, and even alters them for other to wear. While the process is long and slow, it gives

us a lesson about good consumption and warm consumption. Readers also can get valuable Information about how the price of clothing is calculated, why impulsive spending must be avoided, and where clothes that are thrown away end up, and so forth. The balance among cute and friendly characters, small and interesting clothing, and natural pencil touches in *Mimi's Sweater* create a picture book that will help children establish the concept of “clothing,” “clothing culture” and “consumption.”

\* [http://k-book.or.kr/user/books/books\\_view?idx=1940](http://k-book.or.kr/user/books/books_view?idx=1940)

## Are Your Peers Your Appearance?

### 1. Publication Details

Title | Are Your Peers Your Appearance?

Subtitle | Respect for Every Body

Author | Ecofem

Publisher | BookSense

Publication Date | 2018-12-26

ISBN | 9788993746471

No. of pages | 144

Dimensions | 128\*188

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### 3. Book Intro

An introductory guide to feminism, this book explains in a clear and simple way the types and hidden intentions of the “corset” that stifles women in the form of make-up, diet, media, and body measurements. Ecofeminists United, established in 1999, has participated in various activities and projects as an ecofeminist group.

In particular, the project “Are Your Peers Your Appearance?” in 2016 gained a big response from women of various age groups with its timely lectures and practical workshops. This book *Are Your Peers Your Appearance?* developed the issues further and put together eight “removing your corset” stories for teenage girls and young women who suffer from the double standards and prejudices of Korean society toward them. This book will invite the reader to reflect on why we “remove our corsets” now and provide the reader, who has found it difficult

to talk about “decorseting” and about feminist issues, with clear answers and solutions.

\* [http://k-book.or.kr/user/books/books\\_view?idx=2476](http://k-book.or.kr/user/books/books_view?idx=2476)

## *Business Strategy in the AI Era : A Practical Guide to Effective Data Exploitation*

### 1. Publication Details

Title | Business Strategy in the AI Era : A  
Practical Guide to Effective Data Exploitation  
Subtitle | Who Is Going to Control the AI  
Environment?  
Author | Jung Dohee  
Publisher | GILBUT Publishers  
Publication Date | 2018-01-23  
ISBN | 9791160503975  
No. of pages | 252  
Dimensions | 149\*210

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### 3. Book Intro

At the 2018 CES International, the world’s biggest tech trade show, the main topic was Artificial Intelligence-AI. Big domestic companies including Samsung, SK, and LG have been scrambling to create or reinforce their AI sectors. It seems clear now that pilot projects on AI have successfully ended and have now entered the execution phase. However, companies are still confused as to what they ought to be doing. Without knowing the true value of AI, the way to utilize data in business, or the field(s) in which to invest, companies are merely being hasty.

Business Strategy in the AI Era provides an explanation of what AI technology is while also explaining practical ways to utilize the technology for business owners and executive members. The author, Jung Dohee, is one of the leading experts on applying AI-related technologies in business. Jung’s biggest strength is his experience as an executive in the business world and his expertise as a tech support engineer. In this book on AI, Jung provides all the useful tips based



on trial and error to utilize AI data for businesses in a successful way. In his preface, he states that “we do not compete with AI. We compete only with humans who make good use of AI technology faster than anyone else”. AI has already brought in a new era. The trend led by AI is neither irreversible nor irresistible. In this situation, only those who understand what’s going on and make use of it first will survive. The wait-and-see strategy adopted by many domestic companies is dangerous; they may end up being left behind by their competitors who tap into AI technologies sooner.

\* [http://k-book.or.kr/user/books/books\\_view?idx=635](http://k-book.or.kr/user/books/books_view?idx=635)