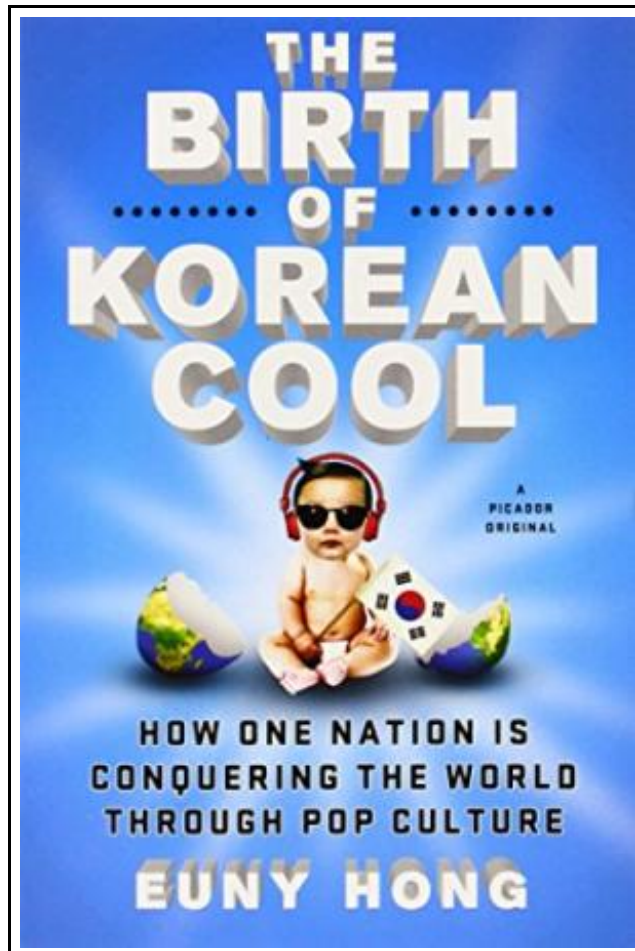


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Picador USA, United States, 2014. Paperback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. A FRESH, FUNNY, UP-CLOSE LOOK AT HOW SOUTH KOREA REMADE ITSELF AS THE WORLD S POP CULTURE POWERHOUSE OF THE TWENTY-FIRST CENTURYBy now, everyone in the world knows the song Gangnam Style and Psy, an instantly recognizable star. But the song s international popularity is no passing fad. Gangnam Style is only one tool in South Korea s extraordinarily elaborate and effective strategy to become a major world superpower by first becoming the world s number one pop culture exporter.As a child, Euny Hong moved from America to the Gangnam neighbourhood in Seoul. She was a witness to the most accelerated part of South Korea s economic development, during which time it leapfrogged from third-world military dictatorship to first-world liberal democracy on the cutting edge of global technology.Euny Hong recounts how South Korea vaulted itself into the twenty-first century, becoming a global leader in business, technology, education, and pop culture. Featuring lively, in-depth reporting and numerous interviews with Koreans working in all areas of government and society, The Birth of Korean Cool reveals how a really uncool country became cool, and how a nation that once banned miniskirts, long hair on men, and rock n roll could come to mass produce boy bands, soap operas, and the world s most important smart phone.



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