

# K-Book Trends

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

## 韩书趋势

《韩书趋势》海外有关人士提供时效性高的韩国出版内容。

# K-Book Trends

## 韩书趋势

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## Trends

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### Characteristics of South Korean Web Novel Platforms and Ventures Overseas

## From a Community Into a Medium: South Korea's Web Novel Platforms Evolve

There is a Korean phrase that goes: pearls are only good when they have been strung together. It means even if you have good resources, they will be of little good if you don't use them properly. South Korean genre literature used to be like this. There were many talented authors who could write genre literature and fans who wished to read it, even if their numbers fell short of other countries where genre literature developed far sooner than South Korea like Japan, the United States and places in Europe. However, there was not a platform for them to converge together. There were many reasons why South Korean genre literature took so long in taking off but one of the biggest was the lack of a means of communication between authors and readers. Another was the absence of a platform on which authors could make serial posts.

Written by Sang-min Seong (Culture critic, columnist)

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### Genre literature sprouts on the Internet, buds into communities

The Internet was like a ray of light for genre literature which found barren land to set its roots down before the mid-1990s. In a situation where there were not many novels for the public, the Internet proved a perfect place where writers could write what they wanted and readers could read content more honed to their interests. Back in 1993, an ordinary office worker named Wu-hyuk

Lee started serial posting a novel packed with elements from both the West and East on Hitel, a South Korean PC communications service. This was what later became *The Records of Exorcism* which went on to sell an accumulated 10 million copies as of 2011. The success of *The Records of Exorcism* had an immense impact on other ordinary South Koreans and potential writers. In 1997, South Korea saw the birth of Yeong-do Lee's *Dragon Raja* and writer Min-hee Jeon wrote *The Stone of Days* on Nownuri in 1999. These opened the door for genre literature in South Korea and if it had not been for PC communications services, they would never have come to light.

Time went on and in the early 2000s, gone were PC communications services as they were replaced by lightning-fast Internet services. This certainly did not mean the end of genre literature. Following the early pioneers of genre literature, writers like Gwiyeoni and Baekmyo found fame on personal websites or Internet communities like Daum online cafes through serial posts. Also in the early 2000s, online communities exclusively catering to serial online novels began to crop up. Communities like Joara and Munpia which are representative of web novel platforms today began business in 2000 and 2002, respectively. Of course, neither launched their services with online platforms or immense profits in mind. They had been attempts at recreating the community boards from the PC communications services era where writers could communicate with readers on the boards.

## Beyond Communities to Platforms

However, these websites could not remain simple communities forever. Change slowly came to the websites, which were functioning as spaces in which readers and authors for genre literature were connected. In 2008, Joara launched a paid-for novel service which served as their first business model for revenue and in turn, sparked change in the world of serial novels.

Then in 2013, Internet portal operator Naver launched their web novel service in earnest called 'Naver Web Novel', becoming the first platform for web novels. Taking a leaf out of Naver's book, Munpia launched their own paid-for service that same year. Kakao, known for its messaging service Kakaotalk, emerged as another big player in the web novel market by kicking off their 'Kakao Page' service. Attempts at taking more chunks out of the pie have continued this year, as Golden Bough under Minumsa Publishing launched 'BritG' and Kyobo Bookstore began their 'Tocsoda' service.

As all of these services began at different moments in time, they all have their different characteristics. Joara and Munpia have stuck to their roots, retaining their roles as community boards for anyone who wants to start posting stories. However, Joara now attracts readers with its paid-for service 'Noblesse' which is geared towards adult readers with its mature content. Munpia was always known

more for its stories of heroism and chivalry and continues to lure in new readers with such novels at its forefront.

Meanwhile, web novel platforms that launched in the late 2000s focus more on the stories and novels that they make available rather than inviting free-for-all participation. Kakao Page is particularly known for that aspect. Kakao Page experienced a rough start in 2013 due to the pre-existing web novel platforms but it turned its business around by securing an exclusive contract with writer Heesung Nam for his *Legendary Moonlight Sculptor* series. With this, Kakao Page has continued to draw in new users with other exclusive deals with famous authors.

Naver's web novel service went the romance novel route from the beginning and business has been steady since then. At first it provided a large variety of genres like the novel form of *Noblesse*, a webtoon that had been available on its own webtoon platform, but it focused on romance novels after the explosive popularity of Yisoo Yoon's *Moonlight Drawn By Clouds*. One of the latecomers to the game, BritG by Golden Bough, actively uses the company's contracted writers for its platform. It also regularly holds writing contests for prospective writers and gives them the opportunity to publish their work, effectively using its ability as an actual publisher. Kyobo Bookstore's Tocsoda is also using its mother company's assets as the country's largest bookstore chain to attract many authors and readers.

## Web Novel Platforms Turn Their Focus Overseas

From their beginnings on PC communications services to communities to platforms, South Korea's web novels have now created a substantially large market. According to a 2016 status survey on the story industry by KPIPA, web novels account for 54 percent of the nation's storytelling industry. KT's economic and management research center has estimated South Korea's web novel market size at some 80 billion won - nothing to turn someone's nose up towards.

After having secured the hearts of readers at home, South Korea's web novel platforms are now turning their focus overseas. Of course, similar services already exist. 'Phone novels' existed in Japan from the mid-2000s where Internet service was long available on feature phones. *Koizora*, which has also been made into a movie, is one good example. The age of feature phones has come and gone, but readers can still easily access and read novels on smartphones, just like South Korea's web novel environment changed with time. Representative cases would be 'Let's Become Novelists(小説家になろう)' which launched in 2004 and 'Every Star' which was kicked off by mobile game company DeNA in 2010.

In the United States, e-book sharing websites like Wattpad have taken off, giving life to web novels there. In China, Tencent, a company known for its messaging service QQ like Kakao in South

Korea, has created its own web novel platform after acquiring Cloudary Corporation(盛大文學).

Naver has used its powerful messaging service LINE's brand image to provide web novels in Asian countries like Japan and Taiwan translated from Korean. Kakao Page has also been presenting Chinese readers with translated stories through Tencent, now a large local player in China's webtoon and web novel markets. Munpia has been continuously making strides into entering the Chinese market by marketing its novels and participating in events like the 2015 Beijing book fair.

Of course, entering offshore markets is not easy. In the case of Japan or the United States, the history of genre literature there spans decades and providing content that is satisfactory for readers there is not an easy task. Companies are also finding it difficult to crack the Chinese market due to frigid diplomatic relations between South Korea and China from 2016. However, hopes are high South Korean businesses will find success sooner or later, like Yeong-do Lee's *Dragon Raja* did in Japan. After all, South Korea's genre literature started from very humble beginnings and succeeded when it was least expected to.

## Korean Publisher 1

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Bringing foreign languages to South Korea  
and taking Korean to the world

# Publishing Educational Materials for 40 Years “Darakwon”

“Let’s develop educational materials necessary for foreign language skill improvement!” Following its establishment in 1977, Darakwon has conducted its business with this motto in mind. Quickly rising among the country’s foreign language learning material publishers, Darakwon also exports educational materials for learning Korean abroad. A closer look at the publisher follows, with details on how it is expanding its influence globally.

Written by Myung-im Nam

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Darakwon is a medium-sized publisher that has put together and published roughly 2,000 books on learning languages. The materials it offers is diverse and languages offered include English, Japanese, Chinese, German, Arabic and Vietnamese. Also in step with the changing times, Darakwon has also development educational programs using multimedia and currently has around 200 web-based educational programs. In South Korea, it is not difficult to meet



someone who has experienced Darakwon's textbooks and learning materials for foreign languages.

The publisher has also been focusing on expanding its business outside South Korea. Armed with its experience in creating educational books, Darakwon has continued its efforts in exporting materials on learning Korean. The number of foreigners who wish to learn Korean has been on the rise, thanks to a surge in the popularity of Korean culture around the globe. Some universities now require a Korean efficiency test score for entry.

Suk-hee Lee, who heads the Korean publishing department at the company has seen Darakwon's Korean educational program from the beginning since she joined the company in June 2005. Lee is currently responsible for hands-on work involving planning, editing and exporting Korean learning materials. Until now, the company has published roughly 150 such books. The following is a Q&A with Lee.

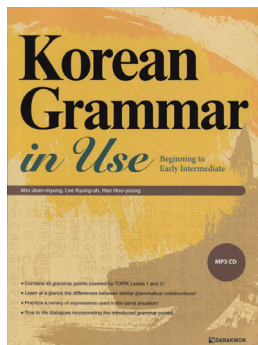
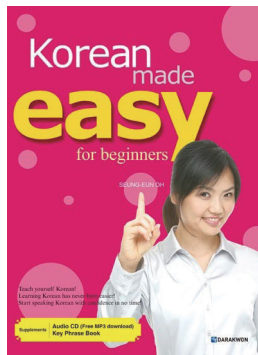
**Q. The offshore market for educational goods is also quite large. Can you tell us about Darakwon's story so far on taking your learning materials out of the country?**

**A.** Since I started working here, we succeeded in winning 120 export contracts for Korean books. Of course among these, we've seen renewed contracts and had books sell to a number of different countries. Ten years ago we even saw Chinese publishers lining

up to buy our books to learn Korean, and our sales also saw a boost from demand in Japan.

We've also been actively participating in book fairs worldwide, including the one in Frankfurt, Germany to introduce our learning materials to foreign readers. The response has been very positive so far; we even have fans of our books who come visit us whenever we set up booths. It was the same at the book fair in Tokyo last year and at the Indonesia book fair we had a booth at in 2015. Thanks to the 2015 book fair, we were able to establish a relationship with publishing group Gramedia Pustaka Utama and exported several publications through them. When looking at our export achievements, there has been firm demand from Taiwan, Indonesia and Vietnam. Also, we have been actively selling educational materials in Germany and France by translating the materials in their respective languages.



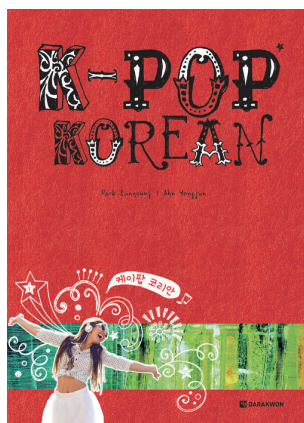


Of our books, our *Korean Made Easy* and *Korean Grammar in Use* series have received much acclaim from Korean learners around the world after being exported abroad. A part of the series has even been translated into Spanish and German and sold overseas. *Korean Made Easy*, which is a series for Korean students who wish to self-study, provides different levels for students at varying levels of proficiency and it has been printed 18 times.

**Q.** We feel exports of Korean learning materials is likely closely linked to the Hallyu wave. Is that correct?

**A.** The popularity of Hallyu, or Korean culture, isn't always in one place. I personally believe the most sensitive sectors to international political changes are linguistics education and language-related publications. As relationships change between countries, or as countries build their abilities to create their own Korean language materials, we are forced to find new markets and we've done exactly so. Recently, there have been more students of the Korean language in France, other parts of Europe and South America thanks to the popularity of Korean culture there.

Q. When we look at the catalog for Korean books, we can feel how much effort you've put into diversifying your offerings.



A. While operating our booths in international book fairs, we've realized there are incredibly many foreigners who show interest in Korean learning materials. They are usually people who have much interest in Korean culture and want to learn the language as a hobby.

I feel there should be diverse content for those who want to learn Korean because the people who want to learn show diversity too. We should try to match their needs and goals. We have a book called *K-Pop Korean* which teaches students Korean by singing along to 20 songs in the book.

It was not easy creating the book because of copyright issues, but we thought it would be a great book to offer fans of K-pop. And in the case of *Korean Made Easy*, we select even the pose taken by the models on the cover after surveying our clients -- that's how much we take effort into planning and developing these materials.

Q. We recall it was your first time participating in the traveling book fair to Thailand in June. What was your takeaway from that event?

A. The interest in our books for learning Korean was pretty hot in Thailand as well. In addition to publishers, Kinokuniya bookstore, Thai professors also visited our booth to select textbooks for



their Korean classes. I do believe some of this was spurred by the decision to include Korean as an official test subject for Thailand's university entrance exams from 2017.

Q. We should not leave out the subject of e-books. We are wondering whether you have plans to publish those in the future.



A. Our e-books are already on sale at major bookstores. We also create e-books for public libraries as well . Our *Korean Picture Dictionary* is currently being sold on app stores in English, Chinese and Japanese under the name 'Multilingual Picture Dictionary'. We plan to keep expanding our business related to e-books and applications.

🌐 Darakwon website: <http://www.darakwon.co.kr/>

🌐 Darakwon list of Korean language materials:  
[www.darakwon.co.kr/koreanbooks](http://www.darakwon.co.kr/koreanbooks) (English/Japanese)

## Korean Publisher 2

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Imprint Under Munhakdongne Publishing Group Specializing in Art Content

# Leading the Popularization of Art “Art Books”

“Art is public property,” says the leader of Art Books, Min-young Jeong. Art is something anyone can enjoy, not just people for whom art is their livelihood. Art Books shines in the world of art as its specialty is emotionally explaining the most specialized forms of art. Since its establishment in 2001, Art Books is leading the popularization of art by publishing books the public can see, read, feel and experience. The following is a Q&A with Jeong, the president of Art Books.

Arranged by Ji-hye Gwon

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**Q.** Could you offer us an introduction of Art Books to those in the publishing industry inside and outside South Korea who read our webzine?

**A.** Art Books was launched in May 2001 with the motto, “Make art a part of everyday life”. With hopes regular people could all enjoy art by making the art world fun and accessible, we stepped up to bridge the public and art. We publish specialized books on art, but the ratio of books geared to the public is far higher. If specialized books speak reason, generalized books should emotionally approach readers. Art Books aims to do this.

Also, we publish local authors' books more than translated publications. We feel anyone can write and enjoy art, as it is public property. We also plan and publish books that are related to art. Art Books' publishing brand 'Alice' is responsible for those books. Through Alice, readers can enjoy books on travel, hobbies, music, cooking and other topics. Art galleries usually focus on exhibits and visitors, but they also have art shops, places to enjoy coffee or restaurants. In a similar way, Art Books mainly focuses on art books, but we also publish books on leisure that give energy to life.

**Q. We find the term “popularization of art” quite striking. How far do you think this can be achieved through books?**

**A.** Like all types of fine art, artwork is one way people enjoy life. This means art doesn't have to be special. If poets express their thoughts through words and language, painters express their thoughts through visual language. I feel it's much easier to approach art by starting from thinking that art is an expression of thoughts. Of course, there are aspects which are difficult to understand as art has armed itself with different logic in time. However, once you identify the flow of thought within art and the artist's thoughts, it does not become that difficult to understand.

It is true art stands at an arm's length from everyday life. This is why in the publishing world, there are continued efforts to connect art with everyday life. For instance, books that use art to seek the wisdom of life, heal emotionally, develop oneself and grow



creativity can commonly be found. These books let us know art is connected to our lives in many ways and lend the opportunity to give art a second glance. Art is not just play for artists - it is the study of humanity. Books on art help us find the fun in it and enjoy life deeply.

Q. There are many things to keep in mind when handling art-related content, like selecting themes or cover designs. I'm sure you try to perfect all, but could you tell us if one in particular takes higher priority?

A. I believe books are a medium that you see and feel and not just read. It's true the content of a book is the most important, but you cannot ignore the beauty of the shell that contains it. Books are a combination of content and form and form can also be its content. When readers say they are reading books, I feel they are also saying the books are being seen and felt.

By helping readers become aware of their everyday subconscious actions, we aim to educate them on the visual theories behind them. We want them to feel the subtle expressions book designs have, at least once. You've probably sensed this about me, but I am sensitive to the physical form of books. So when I look at a newly



released book, I try to see whether the book visually and mentally helps readers fall into the content comfortably. When I see book designs that appropriately convey the content of the book, I am overjoyed. Good book designs are a way of showing respect for the content, and to the readers.

**Q. As an extension of the previous question, which book remains in your memory most? And why?**

**A.** What I can immediately think of is *Reading Paintings*, written by Je Park in 2007. It's a 496-page book that dissects six western paintings. The length of the book is what makes it amazing. Short books usually span some 100 pages while long ones go up to around 400. I have not seen a book for the public other than this, that has spent this much effort into explaining a single piece of art.

How we came about this book was quite interesting. A poet living in France came to us, wanting to publish a series of essays that had been published in a Korean newspaper in Paris. The poet also handed us a bundle of papers, wanting us to look at it, and that was this book. After poring over the two manuscripts he gave us, we felt the second bundle was better than the essays. We decided to publish this with the subtitle, "six eyes that look at mankind".

At that time most books on art on the market were of a moderate length, and it's still much the same, but I felt a large enough group of readers had formed who wanted lengthy books on art. The

manuscript had come to us at just the right time. It was a bit of a shame that we didn't find as much demand for the book as we'd expected, but I am satisfied knowing we were able to introduce this book and the author to South Korea.



**Q. What do you think makes a good book? A well made book?**

**A.** A good book means it has decent content. A well made book likely means the book is designed beautifully. A good book is one that has firm content that is also well made. From the perspective of someone who creates books, we really try to exert a lot of energy into our book designs. This is because when readers select

books, they enter the content first through the cover art which is right before their eyes. Once readers fall into the text, the design becomes a secondary factor, but I think readers end up reading the entire book thanks to the rhythmical design the designer has set up for them.

I feel good books have cover art that respects the content inside. Personally, I enjoy looking at every bit of the cover on books as I do works of art. I would like to see more books that are well made.

**Q. Are there any books you'd like to introduce to our readers overseas from Art Books?**

**A.** Yes, there are. *I Lay My Heart On Paintings* is one written by Ju-eun Lee that offers comfort through art more effectively than a hundred words. *Sensing Beauty in China, Korea and Japan* by Sang-hyun Ji that compares the cultural landscape between the three countries through old art works is another. *The Art Museum of Knowledge* by Ju-heon Lee is one that expands one's understanding on knowledge and information through art, while Jung-kwon Chin's *Lecture on Modern Aesthetics* offers a look into the flow of modern beauty through the eyes of eight philosophers. Chin's *Angelus Novus* is an observation of the aesthetic-oriented life. Byeong-gun Song's *A Visual History of the Economy* and *The Landscape of Globalization* deals with the secrets of world history found in paintings and key moments in globalization.

## Issue

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**South Korea to Participate in  
2017 International Istanbul Book Fair as Guest of Honor**

# Korean Books and Culture in Turkey!

There is no better place to introduce South Korea's excellent books and pursue new book export contracts than international book fairs. As such, South Korea's publishers have been actively participating in international book fairs. This sojourn to market South Korea's books and culture will extend to Turkey in coming months.



© International Istanbul Book Fair's website

## Cultural Exchanges to Mark 60 Years of Diplomatic Ties Between South Korea and Turkey

The 2017 International Istanbul Book Fair set to be held from November 4 to 7 at the TUYAP Fair and Convention Center will be a very special event. Not only will there be a special exhibit for South Korean picture books, South Korea will participate as

the guest of honor at the fair. It is even more meaningful due to the fact that this year marks 60 years of diplomatic ties between Turkey and South Korea. Turkey was also the guest of honor at the Seoul International Book Fair this past June.

At the Seoul International Book Fair, Turkey's booth as guest of honor displayed a variety of books published by local publishers. South Korean readers were presented with Turkey books as gifts in efforts to promote Turkey culture. It was a good opportunity for South Korean readers to learn about Turkey books and what Turkey culture is like.

### **Cultural Exchanges to Mark 60 Years of Diplomatic Ties Between South Korea and Turkey**



© International Istanbul Book Fair's website

In turn, South Korean publishers plan to introduce a wide range of literature, picture books and e-books to readers in Turkey at the International Istanbul Book Fair. Currently translated books in Turkey's book market

are mostly from Western countries, but the efforts will be meaningful in alerting readers to the high quality of Korean books.



The International Istanbul Book Fair will not only help publication and cultural exchanges between the two countries, it will undoubtedly be an event where publishers will be able to meet with diverse



© International Istanbul Book Fair's website

readers in Turkey. In 2016, roughly 850 firms participated in the book fair and there were some 621,000 visitors to the event, reflecting the popularity and giant size of the fair. Business executives as well as readers participate in the fair every year and this year, South Korean books will gear up to expand their reach in the Turkey publishing market, armed with a special guest of honor booth, picture book exhibit and diverse exhibits on e-books.



## Export Trends

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**#1 Bestseller on Amazon UK,  
#3 non-fiction seller in the Netherlands**

### **Haemin Sunim's *The Things You Can See Only When You Slow Down***

Arranged by Ji-hye Gwon

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#### ***The Things You Can See Only When You Slow Down***

Haemin Sunim's *The Things You Can See Only When You Slow Down* recently stayed at #1 on Amazon UK's bestseller list for three weeks, surprising many as it is rare for a South Korean collection of essays to gain so much popularity overseas. Even the editor who was in charge of putting the UK version of this book together had been taken by surprise at the book's success. In the United States, the book sold over 30,000 copies in two weeks, as readers sought a moment of rest in their busy everyday lives.

It is not an easy feat for a South Korean book to be published abroad, moreover a collection of essays. Penguin Books and

Random House, both major publishers in the United States and the United Kingdom respectively, approached Suo Books which owns the publishing right in South Korea to this book to export it overseas. Haemin Sunim then spent two years in translating this book with Ji-young Kim who translated *Please Look After Mom* by Kyung-sook Shin. The author, previously a professor at a U.S. university, decided to personally become involved in the translating process to bridge the cultural gap between South Korea and the United States.

The success his book saw was likely in part due to the time that was spent in creating the translation. We were able to conduct a written interview with Haemin Sunim who currently spends his time giving lectures and doing interviews abroad after the publication of his book. The following is the Q&A.



**KPIPA:** You're currently the principal of Maum School, a writer and a Buddhist priest. We are curious to know what prefix you prefer in front of your name as you play so many responsibilities. Please tell us why as well.

**Haemin:** I am a monk, so I prefer to be called one above all other titles.

I identify as a monk while writing, conducting programs at our school, while giving lectures to the public. While I was teaching at a U.S. university for seven years, I always thought of myself as a monk teaching, rather than the other way around.

**KPIPA:** Writing can be a way to heal the heart. We were wondering what prompted you to first write *The Things You Can See Only When You Slow Down*.

**Haemin:** I had many epiphanies whenever my life and my heart met. For instance, when I felt I was too busy, I tried to observe whether the world was truly busy or it was just my heart. I came to realize the world never complains it is busy and it was only because of my heart that I felt the world looked immensely busy.

Later I told my stories on social networking services, wishing they could be of some help to other people and that was later tied together in this book.

**KPIPA:** The response to that book abroad has been quite positive. You've probably met many people while visiting other countries. How did it feel to communicate with readers overseas who read your book?



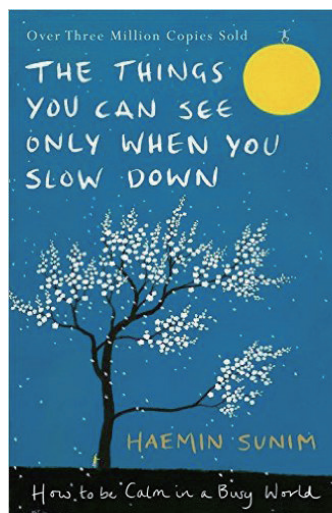
**Haemin:** I was so thankful and fascinated at the same time. Recently I received feedback from readers in the United Kingdom, the United States and Spain that they had enjoyed my book. I also heard my book was the No. 3 nonfiction bestseller in the Netherlands and that it had gone to No. 1 on the U.K. Amazon bestseller list. There were many difficulties translating the book into English, but as much as it was grueling, I was thrilled to be able to bring courage and peace to people and inspire them. From mid-September I will tour ten cities in Germany and Austria and meet readers at the behest of my German publisher. I am just thankful for everything.

**KPIPA:** We heard you were able to export the book because a U.S. publisher contacted you first. It's our hope that this will happen again for other books. Could you tell us how you felt when that happened?

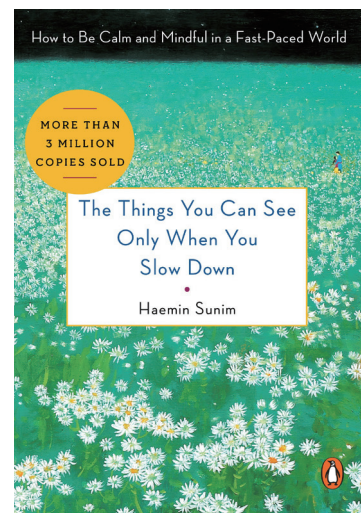
**Haemin:** We were contacted by two publishers at nearly the same time and around that time I was actually on my way to New York, so I was able to visit them and talk to the people there. They told me novels like *Please Look After Mom* and children's books are often translated but nonfiction books like mine are rarely done. In the case of the United States, I was touched at how much effort they put into a book before it is published. I was also so thankful my book was able to be sold in places in Europe, Central

America, Israel, Turkey and Russia with the help of Penguin Books and Random House. These are locations that would have been hard to crack with just South Korean agencies.

**KPIPA:** We saw a story on the *Guardian* about your book. What you are trying to pursue through the books is having a positive effect on readers. What kind of message do you want to convey in future books to come?



UK Version



US Version

**Haemin:** My next book, the title of which would roughly translate into *Love for Things Imperfect*, is already slated to be sold in the United States, the United Kingdom, Germany and the Netherlands. We haven't even finished translating it yet. I want to keep writing good books and meet readers around the world.

**KPIPA:** Do you have any last words for publishers and readers in Korea and abroad?

**Haemin:** Books cannot be made and sold by the author alone. You need editors, book designers, marketers, publicists, agencies, wholesalers, bookstores and all sorts of other people. I am always grateful as an author to all those working in the publishing industry and although the industry is going through rough times, I hope the people there will keep making books with good content.



\* Photographs provided by Suo Books

**\* Q&A with Daniel Crewe,**

UK Editor of Haemin Sunim's

*The Things You Can See Only When You Slow Down*



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**Q1. Could you provide a short introduction on what you do?**

**A.** I publish non-fiction at Viking, Portfolio and Penguin Life, imprints at Penguin Random House.

**Q2. Out of all Korean books, why did you decide to publish Haemin Sunim's book?**

**A.** I saw that it had been a huge bestseller in Korea and was interested to know what it was. Then when I received the manuscript and saw the original book, I loved the way it gave such down-to-earth advice from someone with such great experience of the subject – and the fact that its illustrations make it so beautiful and so calming. It's a great title too!

**Q3. Why do you think Haemin Sunmin's book has gained such popularity in the UK?**

**A.** The area of personal development is expanding at the moment – various publishers have set up new imprints focusing here. This particular book benefited from very good publicity which included TV and radio, and Haemin Sunim conveys his wisdom very warmly



and naturally. The format and price (it's not expensive) meant that it has sold across a wide variety of retailers too.

Q4. Haemin Sunim visited the UK in the first half of 2017 and met with readers. What was their reaction?

A. He was a hit! He is a natural for the media, and in particular people seemed interested to know about a Korean monk – and such a young one -- with a social media following, too.

Q5. Do you have any plans to publish more Korean books in the future? If so, please tell us about them.

A. We are publishing the next book by Haemin Sunim, on imperfection. I hope I'll publish more in this area by other Korean authors too!

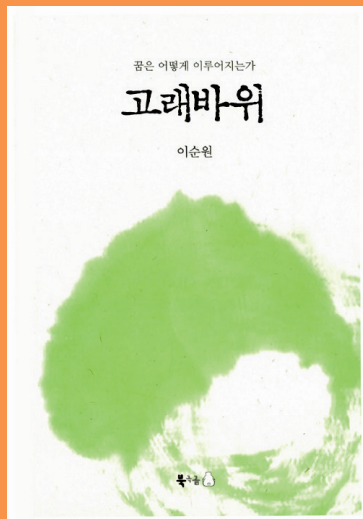
## Column 1

Soon-won Lee's *The Whale Who Returned to the Sea*  
Sold to Germany

## South Korea's Book Exports

Some foreign readers may think of young authors who have just arrived on the scene when they hear "Korean novelists". That may change as the work of Soon-won Lee, a veteran novelist who has consistently published pure and lyrical novels, is now being actively introduced abroad. Many of his work have didactic messages that deal with elements like nature or growth. German readers can soon expect to enjoy his work, for which Lee has received many literary prizes at home.

Written by Joseph Lee, President of KL Management



Cover art for the Korean language  
version of *The Whale Who  
Returned to the Sea*  
© BookGoodCome

South Korean novelist Soon-won Lee's fable story, *The Whale Who Returned to the Sea* was recently sold into Germany. The novel, which was first published in South Korea in 2012, tells a story of dreams and hope as readers can deduce from the sub-title, 'How dreams come true'.

Atop a lofty mountain sits a large boulder in the shape of a whale. The motif of the

novel came from an actual boulder that looked like a whale in Lee's hometown village. The writer took this element, combined it with his imagination and formed a story of how the boulder has always harbored a wish to go to the sea and after much hope, the dream comes true. It is a book that can be enjoyed by children and adults alike and tells the inspiring message that anyone can make their aspirations into reality if they have diligently work hard and not give up, even in difficult times.

The book was the recipient for several literary prizes including the Dong-in Literary Prize and the Hyundae Literary Prize. It was also selected as a recommended book for underage students by KPIPA. Hopes are high *The Whale Who Returned to the Sea* will be translated into other languages and exported to other countries in addition to Germany. Before its entry into Germany, the book was translated and made available in Vietnam.



Cover art for the Korean language versions of *Tree* and  
*The Cow Who Resembled the White Star*  
© Nol, Danbi

Aside from *The Whale Who Returned to the Sea*, Lee has other didactic novels that resemble fable stories. They are *Tree* and *The Cow Who Resembled the White Star*. *Tree* is a novel for teens that has the sub-title 'A century-old friend' and tells the story of friendship between a young man and a chestnut tree he planted, which he takes care of his whole life. Lee's unique writing form, which tends to be simple but friendly, shines in this novel. The laws and wisdom of nature can be learned from the story a 100-year-old grandfather tree tells his grandson tree in the book. It carries a warm message that everyone will be able to relate to, regardless of age.

Lee's other novel, *The Cow Who Resembled the White Star* seriously delves into the values we lose track of in our lives. In the book, a young calf finds itself walking into an empty stable in a mountain village. Then follows the history of 12 generations of cattle which melds into the story of the family that lives in the adjacent house, making for a touching tale. Lee's work is reaching out to the world and readers can expect to be comforted by Lee's style that involves nature and healing.

## Column 2

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Where Korean readers meet books (1)

# Traveling via Books at the Paju Book City

If you are planning on traveling to Seoul and love books and culture, there is a city that is a must-visit. Paju Book City, roughly an hour away from Seoul, is an industrial zone chock-full of grand and modern buildings that it would not be an exaggeration to call it a concert hall for famous architects. Inside Paju Book City, everything regarding publishing happens. This is an introduction inside that publishing-specialized zone you can't find anywhere else in the world.

Written by Myung-im Nam

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## The beginning and end of publishing, Paju Book City



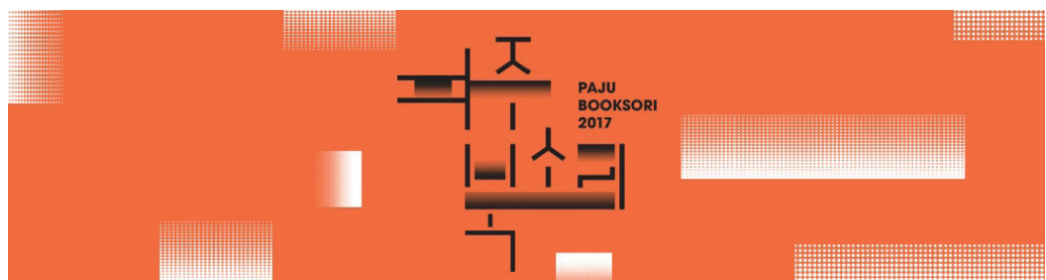
A view of Paju Book City  
© <https://tour.paju.go.kr>

Roughly 30 years ago, Paju Book City was planned by South Korean publishing professionals, who dreamed of the modernization of the country's publishing and distribution sector, with the aim to create an economic and cultural base in mind.

The cultural industrial zone spans over 1.6 million square meters in Paju, Gyeonggi Province and its biggest feature is the fact that all the steps that it takes to make a book can be taken inside the city. Everything, including planning, editing, printing, logistics and distribution can all be done inside Paju, making the modernization of publishing possible. This is also what prompted the beginning of Paju Book City.

The publishers, printers and binders clustered around a marsh of reeds near the beautiful Shimbhak Mountain create a wonderful harmony and also play a key role as a tourist spot. Paju is also home to the biggest book festivals in the country every spring and fall called Bookcity Festival for Children and Paju Booksori. This year's Paju Booksori is scheduled to be held from Sept. 15 to 17.

🌐 English website for Paju Book City : [http://www.pajubookcity.org/Main/en\\_Main](http://www.pajubookcity.org/Main/en_Main)



2017 Paju Booksori  
© <http://www.pajubooksori.kr>



## A giant space for reading 'Forest of Wisdom'

### Special accommodations at 'Jijihyang'



Inside the Forest of Wisdom  
© <https://tour.paju.go.kr>

Once you arrive in Paju Book City, the first location you should head to is the Forest of Wisdom. The Forest of Wisdom, created in 2014, is located on the first floor of the Asia Publication Culture & Information Center and proudly touts some 200,000 books nestled inside bookcases. It is a vast space where the public is invited to come and read books donated by scholars, intellectuals, research facilities, publishers, distributors and museums. The house of books from the first hall to the third overwhelms visitors with its vastness. Anyone who visits the space can easily find a book to enjoy as there is a wide variety ranging from academic publications to children's books. There is also a cafe operating inside the premises, making it easy for visitors to spot readers turning pages with a cup of coffee next to them.



An external view of Jijihyang

The third hall of the Forest of Wisdom is also the lobby of a guesthouse named Hotel Jijihyang. The third hall is open year-round and 24 hours a day, making it worth a visit regardless of what time you visit. Jijihyang, which means the ‘homeland of paper’, is a unique hotel where there are books in the rooms instead of television screens. Visitors are welcome to a unique experience separated from digital content where they can enjoy books and the endless stories they offer. There are also ‘author’s rooms’ which are decorated with personal items and books of specific Korean authors. There are rooms for two or three visitors as well as a Korean-style room for three. Rooms go for slightly more than 100,000 won per night.

🌐 English website for Jijihyang : [http://jijihyang.com/Main/en\\_Main](http://jijihyang.com/Main/en_Main)

If you go up the wide set of steps with the entrance of the first hall of the Forest of Wisdom to your right, you will run into a secondhand bookstore called Treasure Island on the second floor. Inside are books, CDs, DVDs and design items donated by residents of the area. On the third floor of the same building is a publishing industry experience center.



Treasure Island, a secondhand bookstore  
© <https://tour.paju.go.kr>

## Book cafes on every corner & things to see

To truly enjoy the atmosphere of Paju Book City, it is recommended you stop by as many book cafes, galleries, concert halls and theaters that are hidden here and there.

## Course 1. Travel back to your childhood



(Left) The Pinocchio Museum  
(Right) Milkbook, a book cafe and children's bookstore

Once you leave the Forest of Wisdom, there is a Pinocchio Museum right across the road. This is a special exhibit hall being operated by publisher Yolimwon. Small and fascinating items that hint of another world inside fairy tales catch your eye as soon as you enter. Once you go inside, there is a collection of some 1,300 pieces all related to Pinocchio. Visitors can also paint their own wooden toys in one part of the building while various spots can be found for special photographs along the way. As one can expect, the area is popular amongst families with children.

If you are with a small child, a visit to the Milkbook, a children's book store as well as a book cafe is recommended. A former storage space used by publisher Milkbook, the cafe now displays a modern but detailed interior design. Inside children can freely read books while the cafe sells a variety of drinks and desserts, making it a great place to stretch your legs while walking through Paju.



## Course 2. Truly enjoy books and art



(Left) Blue Box located in the used bookstore lane of Munbal-li  
(Right) The Mimesis Museum

Those looking to become immersed in books should head to the Munbal-li used bookstore alley. The Blue Box located there is a cultural multiplex, complete with a book cafe, small theater and a well-organized space for secondhand book sales which reminds one of a small library. Here visitors can purchase used books at low prices while enjoying a cup of coffee. There is also a space with a large screen and comfortable cushions for performances. The Blue Box plans on hosting many cultural events in this area, which is something worth noting for future trips.

After leaving the secondhand bookstore, it's now time to cross the big street that runs through the city and head towards a white building that stands out among the others. The building is the Mimesis Art Museum, named after Mimesis, an imprint owned by The Open Books Co, a publisher. The museum is well known amongst members of the public who love culture and art and regular passersby alike. The building strikes a contrast against

the green grass surrounding it with its white walls, giving it a fresh look, and the interior conveys a modern vibe unlike many of the secondhand bookstores nearby. Here you can read books published by The Open Books and enjoy exhibits. They too, have a book cafe, making it a good idea to sit down with a book by one of their large glass windows with a cup of tea in hand.

### Some more information

Even outside Paju Book City, there are many places to visit. Those looking to shop can head over to the Lotte Premium Outlets. It is nearby Paju Book City and tourist friendly, making it easy for foreigners to shop. There is also the Heyri art village and Provence, which takes after the French village with the same name. These two locations are also worth casual visits. Towards the edge of Paju is the Imjingak Pyeonghwa Nuri, which in itself is a symbol of peace. There visitors can partake in diverse experiences and also take pictures at the pinwheel hill with some 3,000 pinwheels.

🌐 Paju tourism website : <https://tour.paju.go.kr>



Paju Lotte Premium Outlets



## Book Summary

# Export Prospects of Korean Books

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

### *The Love You Wished For Will Come Soon*

#### 1. Publication Details

Imprint | Sigonsa Co., Ltd  
 Title | The Love You Wished For Will Come Soon  
 Author | Ae-kyung Lee  
 Format | 130\*180  
 Binding | Paperback  
 Pages | 272pages  
 ISBN | 978-89-5278-518-3

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#### 3. Selling Points

Subject | Who will I fall in love with and how will I love?

A Q&A Book for myself to ask and answer

Target Readers | Anyone who dreams of meeting someone to love

Media Reviews & Advertisement Copy | Great love comes only to those who dream of it



#### 4. About the Author

Ae-kyung Lee was driven to become a journalist by her strong curiosity about society and the world, and this led her to discover her passion for writing. She loves writing, as she also knows that it has healing power and can work miracles by changing one's thoughts as well as giving courage and comfort.

She wrote storytelling lyrics for famous Korean musicians, such as Jo Yong-pil for his songs "The Pain of Waiting," "A Small Paradise," and "Arirang in My Dream" on his 17th and 18th albums, as well as Younha for her "Audition," "My Song and ...," and "Someday" in her 1st, 2nd and 3rd albums, respectively. She has also written lyrics for the male duo Yurisangja (Glass Box).

She has published several books: *Tears Just Flow*; *The Right Time to Stop Crying*; *I Thought I Should Leave*; *Where Did I Leave Myself?*; and *You, A Forest*.

#### 5. About the Book

Who will I fall in love with and how will I love?

A Q&A Book for myself to ask and answer

There is probably no one who has never dreamed of loving someone. From childhood to adulthood, the specific ways we dream of love might have changed, but love always makes our hearts flutter. If you are on a break now, and you find yourself without anyone to love, why not use this waiting time in a better way? As it is said that great love comes only to those who dream of it, you might find that wished-for future sooner if you dream more specifically of the kind of love you want.

*The Love You Wished For Will Come Soon* is a question and answer book made to encourage those who dream of loving someone. Ae-kyung Lee, an essayist who has also written lyrics for musicians of different generations such as Jo Yong-pil and Younha, decided to write this book because she realized that love makes us all laugh and cry: from a teenage girl dreaming of her first love to an adult dreaming of a mature love. Believing that good questions lead naturally to good answers, she made several hundred questions, and of them she chose 365 for us to reflect on ourselves and on love for every day of the year. Besides the questions, she also wrote warm messages to help her readers not to be driven to desperation by love. What do "I" think of love and what love do "I" want? What are the reasons for my last failed love, and what type of person should I meet in order to be happy? And what exactly does the love I want look like? By following the 365 questions and reading the messages, a concrete roadmap will be laid out for those who are waiting for love to help them find the love they dreamed of, and a shortcut will open for those who are loving now to enjoy it more sweetly. Remember that great love comes only to those who dream of it. If you know exactly what you want, it is not so difficult to get the right answer.

Let's go back to the moment when you first dreamed of love, and let yourself explore your deeper self and reflect on the true love that you want. Even if not an extravagant love story, nor a love story more interesting than anybody else's, everyone can have a happy and brilliant love story. The 365 questions of this book will light the way.

## *May I Help You?*

### 1. Publication Details

Imprint | Blue Bicycle Publishing Co.

Title | May I Help You?

Author | Nam on-you

Illustrator | Ha young

Format | 190\*220

Binding | Hardcover

Pages | 26pages

ISBN | 979-11-86075-75-3

### 2. Contact

Name | Kim moon-jung

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URL | www.paja.co.kr

### 3. Selling Points

Circulation, sales rank | 2,000 copies

Subject | Thinking about heart-warming communication and consideration for others by listening to the words "May I help you?" spoken by a three-year-old child

Primary Readers | Ages 4-6

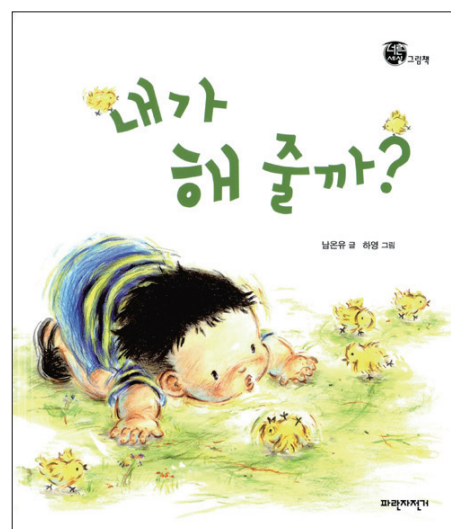
### 4. About the Author / Illustrator

Author | Nam on-you

The author loves the pure hearts of children. Nam, the author, majored in Korean Literature and wrote for TV and radio shows for many years. Nam believes that the vessel of one's mind becomes bigger little by little by standing up against personal troubles. Wholeheartedly, Nam wishes that the stories shared can pour more and more love into the hearts of readers. Nam is also the author of *Lullaby Ko-o-Ko-o*.

Illustrator | Ha young

Ha graduated from the Department of Painting at Hongik University and studied illustration and picture books at Some Institute of Picturebooks. Ha has a passion for the world of illustration. Ha's illustrations are found in *Growling Stomach*, *Are You Bored, Baby?*, *The Sound of Acorns in an Autumn Forest* and *Birthday of Shoes*..



## 5. About the Book

*May I Help You* is a picture book that encourages interest and reflection in the eyes of three and four-year old children. *Are you alright? May I help you?* is a short, and yet, genuine phrase that sends a caring message. It inspires helping minds and heart-to-heart dialogue. The seemingly cute, lovely words and acts of a three-year-old child might create genuine communication and warm-hearted consideration for others. All of these are values which, we, as adults, have neglected in life. This picture book has various mimetic words suited to each situation as well as adorable characteristics of children. It entails simple, yet repetitive rhymes and pictures of heart-touching moments spent with a child. It is a nice read for a parent and child together.

Thump! - A child is having fun playing outside when a strange sound grabs his attention. Toys are everywhere in the living room, and a poor little puppy is whimpering in agony in a corner by a cabinet. The child, taken aback, rushes in to ask the puppy, "Hey, little one. Are you alright? Do you want a piece of candy? Would you like mine?" A sagging plant of *Dracaena*, a yawning carp, a stretching cat, and a three-year-old child are all willing to help out a lost ivy plant. The kindness they show each other throughout their journey will teach all readers compassionate words they should know in order to show friends and family the courtesy and empathy everyone deserves.

## Edison's Media Class; Cleopatra's Beauty Class

### 1. Publication Details

Imprint | Sigong Junior

Title | Edison's Media Class; Cleopatra's Beauty Class

Series Title | The Weird Humanities Class Series

Author | Shin, Yeon-Ho; Lee, Hyang-Ahn

Illustrator | Hwang, Jung-Ha; Baek, Doo-Ri

Format | 174\*225

Binding | Paperback

Pages | 108pages

ISBN | 978-89-5278-486-5; 978-89-5278-535-0

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### 3. About the Author / Illustrator

Author | Shin, Yeon-Ho

Shin Yeon-Ho likes to listen to the sound of raindrops and watch flowers, and she is known for her love of Children. After beginning to write books for kids, Shin took the question of how to live a worthy life more seriously. She has worked as a screenwriter for film and television and is the author of *The Human Right Class of Sto*; *Learning Modern History from Cultural Heritages*; *I will be a Fox*; and *How Great Salt Is!*

Illustrator | Hwang, Jung-Ha

Hwang studied Illustration and Graphic Design at Ecole de Superieure d'Art de Lauren in France. She has contributed to various books, magazines and company newsletters. She is the illustrator of *A Rainy Day like Today* and *Are You Ready to Meet Your Father?*

Author | Lee, Hyang-Ahn

Lee studied Korean Literature at college. She is an awardee of the third SBS TV Literature Prize, and her *Mr. Grumpy Helmet of the Weird Chinese Restaurant and X File* won the 2016 Woongjin Junior Literature Prize. Since her first book, *To be a Partner of Gwang-Mo*, Lee has written children's books on various topics from creative stories to history, biography and culture.

Illustrator | Baek, Doo-Ri

Baek is interested in hidden emotions—the pretense of not caring and not being hurt. She tries to express such feelings in her illustrations. She is the author and illustrator of *Am I All Right?* and *A Woman Who Lives by Herself*.

### 4. About the Book

*Edison's Media Class: What is the Right Role of Media?*

We must find the writer of the comment in the anonymous online class discussion board!

On Geon-Ha's anonymous online-class discussion board, someone writes a post about a 'heller.' According to the post, the heller stole others' parcel and threw a stone at a stray cat. In one of the replies to the post, another anonymous writer asserts that the heller's initials are G H, and everyone thinks the heller is Geon-Ha. Feeling sad at being falsely accused, Geon-Ha goes to a park and meets a keeper of "A Suspicious Humanity Class" and time travels to the United States of America of the 1860s. There, Geon-Ha meets a boy named L. The keeper explains that if Geon-Ha helps L, he will be able to see a secret card bearing the name of the writer who spread false information about him.

L, who sells newspapers and snacks on board a train, makes his own newspaper entitled *Weekly Herald*s. Geon-Ha helps L by collecting news materials. Trying to persuade one passenger to put an advertisement in the newspaper, Geon-

Ha learns that newspapers are an effective way to spread information. At one point, Geon-Ha writes an inaccurate news article after listening to only one party's story and not researching the case further. After that event, Geon-Ha learns that newspaper articles have to be fair and unbiased otherwise someone can be harmed by a biased, incorrect article. Also, when L publishes *Paul Pry*, a newspaper that spreads gossip, Geon-Ha learns that newspapers have to deliver useful information, not hearsay.

While making newspapers, Geon-Ha naturally learns about the right role and use of media. Eventually, Geon-Ha is allowed to see the secret card and realizes that he is the writer who spread the false information. In fact, it was Geon-Ha himself who wrote the initial post about the heller without any proofs. Afterwards, Geon-Ha became a victim of untrue information when another anonymous post claimed the heller's initials were GH. Geon-Ha realizes how dangerous it is to spread groundless rumors in the media. With easy access to the Internet and smartphones, it is common for people to post false information and rumors online, hiding behind anonymity. Many people suffer from these groundless online rumors. The media can be an effective tool to share information, but when used wrongly, it can become a dangerous weapon.

*Cleopatra's Beauty Class:* Is being pretty a necessary condition for happiness?

On her first day in the new school, Dana feels sad because of her plain appearance. All Dana can think is "If I were pretty, I would be able to get a lot of attention and be popular from the first day at this new school. And I would be happy. But I have small eyes and a flat nose. I will be an invisible transfer student, for sure." Dana's new school is called "The Suspicious School." And it's not only its name that is weird. It also uses *The Beauty Encyclopedia* as its textbook. Also, in the classroom, the three most famous beautiful women in the world are waiting for Dana. Yang Guifei, Cleopatra, and Marie Antoinette ask Dana to decide which of them is the most beautiful. Dana looks at the three most famous beautiful women in human history and realizes that Yang Guifei is pretty fat, Mary Antoinette has a jutting chin and Cleopatra has a hook nose. Dana thinks that if they lived in the modern world, they might not be regarded as the most beautiful women in the world. The criteria of beauty change according to the age and the culture. Even now, Korean people often think a famous foreign celebrity is plain, even though she or he is known for their good looks in their home country. This shows the relativity of criteria of beauty.



## *If Only Daddy Can Teach You Everything That Daddy Knows: Life Wisdoms Only Daddy Can Give*

### 1. Publication Details

Imprint | Cassiopeia

Title | If Only Daddy Can Teach You Everything That Daddy Knows: Life Wisdoms Only Daddy Can Give

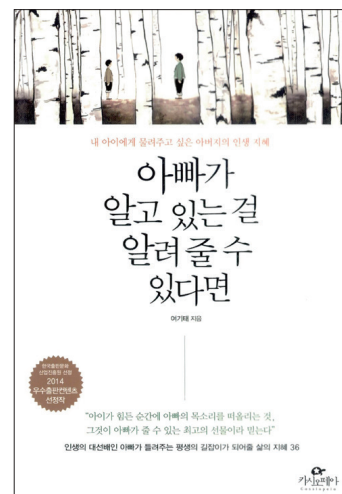
Author | Yeo, Gi-Tae

Format | 140\*205

Binding | Paperback

Pages | 220pages

ISBN | 979-11-8595-223-9



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### 3. About the Author

Author | Yeo Gi-tae

A professor at Incheon University. Like most dads in Korea, the author didn't spend enough quality time with his children as they were growing up. It was only when he had a chance to stay in overseas that he realized the importance of being involved in the education of his children, and decided to give wisdoms that he'd learned through his own experiences to his kids. He believes the best gift he can give to his children as their daddy is his voice of wisdom that they could recall when life gets hard --- teachings from their daddy they could keep in their hearts as they lead their lives. He is sharing numerous parenting tips with readers based on his experience of having been a dad for 20 years. Today, his two children are studying bio-chemistry and urban studies respectively at University of Minnesota.

### 4. About the Book

- \* Wisdoms of life learned from experience, passed down from dad to children
- \* Advices that will guide you through life, delivered from a dad who has a far more extensive experience of life

Are you the kind of father who thinks the best you can do for your children is to pay for their college education and give them lots of money? If you ever wanted to know the best thing you could give to your children before they leave home and become independent, this is a book for you. This is a book about advices from a father who wishes to give to his children as somebody who has a far more extensive experience of life. These advices are the wisdoms of life a father

acquired from personally experiences of the ups and downs in life. The author of the book tells us that you can help your children be better prepared for future if you can teach them how to be frugal instead of giving them lots of money, and teach them how to make lifelong friends instead of teaching them how to win in competition only. This book was selected as an outstanding publishing content in 2014 by the Publishing Industry Promotion Agency of Korea.

#### **\* Life wisdoms of a father that speaks bigger volumes as you grow older**

Inspirational parenting journal written by a father for ten years while being a college professor

This book is a collection of life wisdoms found from the parenting journal the author kept for about ten years from the day one of his children started elementary school to the day one of them graduated college. In the book, he talks about the time when he and his children started studying together in their living room to teach them the joy of studying, and about giving his children a diary on the first day of each year to help them set up the plan for the year together. He offers advice on smoking, drinking, college life and army life, all of which come from his own experience and will be handy and valuable when his children have to make important decisions in life. Children will be given the greatest wisdoms of life that nobody else but father can give, when the father gives them advices that would guide them through the turning points of life as somebody who has a far more expensive experience of life and the biggest love for them. This book will be able to point the right direction for mom and dad who wish to share truly important life wisdoms with their children as well.

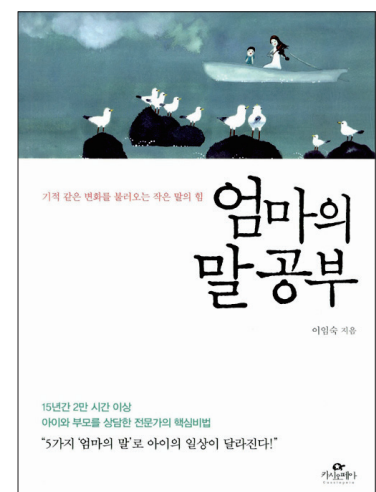
### ***The Arts of Talking for Moms: The Power of Words That Works Magic***

#### **1. Publication Details**

Imprint | Cassiopeia  
Title | The Arts of Talking for Moms:  
The Power of Words That Works Magic  
Author | Lee Im-sook  
Format | 210\*152  
Binding | Paperback  
Pages | 280pages  
ISBN | 979-11-8595-212-3

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### 3. About the Author

Lee Im-sook is a professional counselor who provided over 20,000 hours of counseling services to parents and children for the past 15 years. An expert in communication and a psychotherapist for children and adolescents, she studied child psychology and children's books at Sungkyunkwan University. She is treating patients while researching and lecturing about picture book reading therapy and writing therapy, in which people are encouraged to express their feelings and thoughts candidly, in counseling centers, public institutions, libraries, educational supporting organizations, schools and various social organizations. She is particularly interested in developing methods that treat and also promote emotional health and improve school performance. As of now, she is a lecturer at Parent Effectiveness Training (PET) and Youth Quality Management Training (YQMT), director of Korea Reading Therapy Association, and director of Malgeun Soot Children and Adolescent Counseling Center.

### 4. About the Book

**The secret of magic words mothers can use to bring about drastic changes in children's behaviors and personalities regardless of the children's age**

A counselor for children and adolescents, the author was trying to find a method mothers could practice easily to help their troubled children when she found the answer in the way how moms talk to their children. She believed it was the solution that was most effective, while costing little or no money and effort, and she decided to share her findings by writing this book. In this book, she explains the arts of talking mothers could use to bring about positive changes in their children regardless of the children's ages and personalities. All it takes is to learn five ways for moms to talk to their children. The author offers detailed explanations about these five ways of talking with specific case examples and instructions so that mothers can practice them throughout the day from the moment they get up to the moment they go to bed.

Mom's Magic Word No.1: "It must be hard on you." -- It makes difference on children when they realize their mom understands their trouble.

Mom's Magic Word No.2: "There must be a good reason." -- Let your child know that you believe your child has a good reason to act the way they do.

Mom's Magic Word No.3: "I understand your intention was good." -- It makes difference on children when mom believes in their good intentions.

Mom's Magic Word No.4: "You did a great job." --- You can foster your child's strong points with positive feedbacks.

Mom's Magic Word No.5: "What do you think you should do?" -- This question allows your child to start thinking.

**The arts of good conversation mothers can use on a daily basis round the clock from the moment you get up in the morning till the moment you go to bed at night**

1) Is every morning a war to you? It doesn't have to be. Make happy breakfast with your child.

This part offers advices on how to wake up your child in the morning; how to make your child eat good breakfast; and how to make your child take a shower, brush his teeth, and get ready and be excited to go to kindergarten with specific and detailed instructions and what you need to prepare in advance.

2) After-school hours: time for children to grow

This part explains specific art of communication and mindset for mothers who want to help their children to enjoy doing homework and studying instead of having to force them to take after-school classes.

3) Play and happy dinner time

This part is for moms to spend quality time with their children by playing together, while learning how to talk and play in ways to inspire their children to learn more. It also includes tips on how to spend evening hours with their children to prepare for tomorrow; how to help their children review what they've learned in school without textbooks; and how to conclude the day.

4) Vacation and weekends: time of further growth for children

This part suggests how to help children to plan for the day; what they can do on weekends and vacations; how to motivate children to start research projects; and how to bring dad to become a part of their weekend activities, along with many tips to take the most out of weekends and vacations.

5) Advices for working moms

There is no question that a day for a working mom is different from a day for a full-time mom. This section offers tips for busy and tired working moms on what they can and must do for the growth of their children.

## *Book Fixing Grandpa*

### 1. Publication Details

Imprint | Blue Bicycle Publishing Co.

Title | Book Fixing Grandpa

Author | Kim Jung-Ho

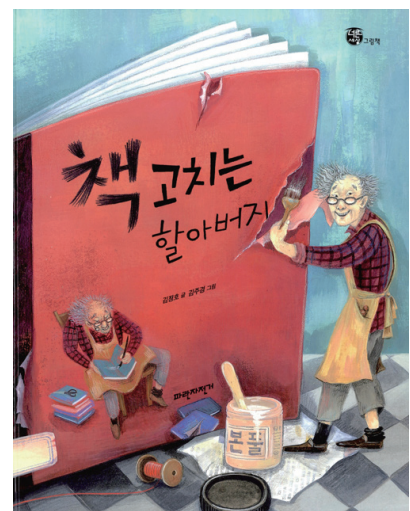
Illustrator | Kim Joo-Kyung

Format | 225\*285

Binding | Hardcover

Pages | 36pages

ISBN | 979-11-86075-63-0



## 2. Contact

Name | Kim moon-jung

Phone | +82-31-955-7470

Email | Booksea21@hanmail.net

URL | www.paja.co.kr

## 3. Selling Points

Circulation, sales rank | 2,000 copies

Awards, recommendations, and selections | A 2017 recommended book by School Librarian Council

Subject | A story about the preciousness of goods that are shared with others, etiquette in public places and the value of books

Primary Readers | Ages 6-8

Media reviews and press release |

'Book Fixing Grandpa' - a story about an old man's special love of books!

Come to the little library of dreams where books are fixed, exchanged and shared!

## 4. About the Author / Illustrator

Author | Kim Jung-Ho

After writing his first fairy tale titled *Spring of Yangsu-ri* in 2001, he has written fairy tales and books on Korean history and culinary culture and lectures on dining etiquette. He provides classes for experiencing traditional cuisine of Korean scholars of Joseon era in *Seowon* (Confucian schools) and hyanggyo (government-run provincial schools), etc. His passion lies in telling interesting stories to children about food, history and people by combining them in harmony. He authored such children's books as *A Child Born in Tongyeong* and Korean History 1~10 for Lower Grades in an Elementary School. He has also penned books for adults including *Education for the Crown Prince in Joseon Era* and *Food Aficionado of Joseon*.

Illustrator | Kim Joo-Kyung

She loves reading fairy tales at a corner of any children's library. Looking at torn and dirty books frustrates her, which motivated her create a 'little library' by illustrating *Book Fixing Grandpa*.

She illustrated *Mr. Messy Hair and a Strange Pharmacy*, *Formidable Three Musketeers of Pyeongyang*, *the Capital of Goguryeo*, *A Happy Hat*, and *Fly, Chick!*

## 5. About the Book

*Book Fixing Grandpa* depicts the hassles books in a library are going through. The books are supposed to meet as many readers as possible so they can share their precious stories. They want to change the mindset of those reading them. The book shows our careless attitudes in public places and when using public goods.

It motivates readers to understand how important our behavior is, that amazing things can happen when we share with others.

'BOOK Grandpa,' who always has a book when eating, going to the bathroom and sleeping feels happiest when he is in the library. Sadly, the books there have wrinkly pages and are covered in boogers. They have been thrown away over and over, and, sometimes, cut in half. Grandpa is worried about these abused books, so he decides to fix them himself. Soon, he becomes a star in the library and gets a new nickname: 'Book Fixing Grandpa'. Like magic, a little library emerges inside the library.

## *Cong-Pad-Pul Musketeers*

### 1. Publication Details

Imprint | Bearbook  
Title | Cong-Pad-Pul Musketeers  
Author | Yoo, Seung-Hee  
Illustrator | Yoon, Bong-Sun  
Format | 152\*210  
Binding | Paperback  
Pages | 100pages  
ISBN | 979-11-5836-036-8

### 2. Contact

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

### 3. Selling Points

★ 2017 New Release

Key features:

- ▶ With insects as its main characters, this story borrows the form of a fable to portray the everyday classroom that children can easily relate to.
- ▶ Underneath humor and excitement, the story conveys important themes of justice and courage.
- ▶ The main character Pulmuchu, who overcomes conflicts through wit and wisdom, entertains his friends, and finally, embraces his enemy Mantis, is a great appeal to the audience.
- ▶ This story allows children to discuss their thoughts about bullying at school and ways to overcome it.





- ▶ This story goes beyond the struggles that might occur within a classroom and provides perspectives in resolving the conflicts of our society.
- KEYWORD Justice, Friendship, Courage, Wisdom

#### 4. About the Author

YOO, Seung-Hee "Tossing and turning in bed one night, I imagined a raccoon knocking on my door. I began a conversation with an imaginary raccoon that was rather loquacious. I gave all my attention to his stories and turned them into a children's tale. The Raccoon in the Sesame Field is my first book for children. Before that I did illustrations for children's books while living in the country."

YOON, Bong-Sun studied painting at Seoul National University. For a long time he has worked on the illustration of ecology for children. He is the author and illustrator of Taeguk Chapter One, and Let's Catch It. He also did the illustration for The Raccoon in the Sesame Field, Alligator, Do You Want Me To Brush Your Teeth?, It's Me, Swallow, The Wild Plant School, Chica Chica One Two, Liar Fox, Kongy's Best Pal and Patchi's Best Pal, The Study of a Thicko and many others.

#### 5. About the Book

Weak when alone, but strong when together!

A show stealing performance by the 'Cong-Pad-Pul Musketeers,' who fight against injustice!

Pulmuchi is new to the insect school, which has long been dictated by Mantis. Notorious for his bullying, no one has ever dared to stand against him. Not until now... Forming the 'Cong-Pad-Pul Musketeers' with Cong-jung-eeh and Pad-jung-eeh, Pulmuchi decides to stand toe-to-toe with the notorious one. What change will the Musketeers bring to the insect school? Please root for the Musketeers who fight against injustice and for the insect friends who finally decide to stand up.

### *Because I Hate My Company...*

#### 1. Publication Details

Imprint | Sigongsa Co., Ltd

Title | Because I Hate My Company...

Author | Neoguri

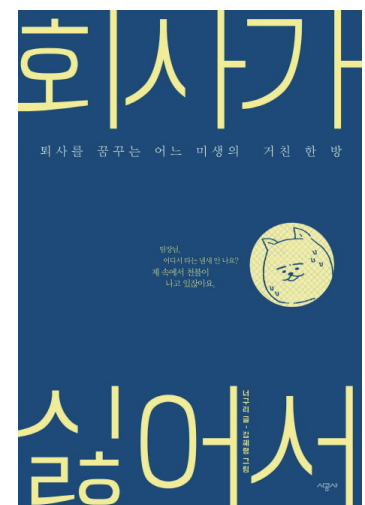
Illustrator | Hye-ryeong Kim

Format | 130\*190

Binding | Paperback

Pages | 256pages

ISBN | 978-89-52777-62-1



## 2. Contact

Name | Sunju Jung  
Phone | +82-2-2046-2895  
Email | [alliswell1224@sigongsa.com](mailto:alliswell1224@sigongsa.com)  
URL | [www.sigongsa.com](http://www.sigongsa.com)

## 3. Selling Points

Awards, Recommendations, and Selections | First independently published in March 2016, the book was recognized as a bestseller book for April, August, and October at the bookstore Storage Book and Film. It has now (2017) been re-published by Sigongsa.

Subject | About the inner conflict of an employee: pissed off by work life, but afraid to quit the job.

Target Readers | Employees

Media Reviews & Advertisement Copy | A book that really hits home, from an employee who constantly dreams of quitting the job.

## 4. About the Author / Illustrator

Author | Neoguri

Real name Kim Gyeong-hi, Neoguri (Racoon) was born soon after the 1988 Seoul Olympics and is very proud of her home town Incheon, a hub city of Northeast Asia. She published this book *Because I Hate My Company...* first as an independent publication, a record about her twice finding and quitting a job. Although she wishes to make people laugh through her spoken and written words, she herself is an easy touch and gets teary-eyed just from looking at a wedding photo of a total stranger. She was such a hardworking employee, almost as if born with slave DNA, that her boss from a previous workplace calls to tell her that she can come back any time. She is brazen enough to reveal this, but that's her charm.

[Instagram.com/khsm\\_sky](https://www.instagram.com/khsm_sky)

[Khmsky.blog.me](http://Khmsky.blog.me)

Illustrator | Hye-ryeong Kim

Born in Seoul in 1991 and loving books and drawing pictures, she became an illustrator after graduating from the Department of Life Design at Yonsei University. Her life focuses on drawing where drawing is needed.

[Instagram.com/hera\\_grida](https://www.instagram.com/hera_grida)

[Grafolio.com/hera\\_grida](http://Grafolio.com/hera_grida)

## 5. About the Book

As a student, I dreamed of getting a job quickly and earning money, but I now dream of quitting my job.

A handful of comfort for young people who dream of quitting their jobs. Isn't it alright to take a break from working once in a while?

We all want to achieve something through our work. We all start a job with bright hopes and big ambition. However, we soon start to lose the initial hope and ambition as stress piles up from mistakes we make, arguments with colleagues, lack of communication, and ineffective systems, among other things.

At the age of 28, Neoguri has already twice experienced being employed and quitting her job. Recalling her last job, she says, "I was hospitalized for a week from overwork. I worked so hard night and day and even on the weekends. I felt guilty enough lying there in the hospital, but when I went back to work, my boss said as soon as he saw me, 'How could you get sick? There is so much work to do! I was almost going to tell you at the hospital but I held my tongue.' At that moment, I decided to quit my job."

*Because I Hate My Company...* consists of five chapters: Chapters 1, 2, and 3 are thoughts about work life; chapter 4 is about episodes immediately after quitting her job; and chapter 5 depicts life without a job. With too little money in the bank not to worry about her future and without any special qualifications to help her easily get a different job, she decides to quit. But she believes that this time for a break (where she doesn't even look for work) will be a good support later to comfort her when she has to lead a busy life again.

Some might hear her stories and say, "How could a young person lack spirit like that!" But anyone who has been employed at least once would sympathize with her about how hard life is for those who dreamt of a fulfilling job.

People complain about their company and want to quit their jobs. Not to dream of a job does not mean being a loser. But we sometimes need to realize this, and for that, we need somebody with whom to curse and swear together and say, "It's alright to quit a job, isn't it?" This helps us let off steam and allows us to dream of doing a good job, regardless of whether we quit the job or not. We don't live only for the future. *Because I Hate My Company...* is a book that comforts us.

## Publishing Industry

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### Changes in South Korea's reading demographics

# The expansion of 'hybrid readers' and the digital age

The popularity of paper books is fading while more people are reading books and text on e-books and other digital means. It is a common change that has been observed throughout the world and not just in South Korea. It is also a natural one that has come in hand with the paradigm changes as mediums of recording text have evolved. When looking at the history of mankind's communication evolution, elements like readability, preservation and economical efficiency have been key in record-keeping. Digital mediums are tools for reading that fulfill all of these.

Written by Won-keun Baek

(President of the Book & Society Research Institute)

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According to South Korea's most extensive survey on reading by the Korean Publishing Research Institute and the culture ministry conducted every two years, we can see 90 percent of underage students read books. However, the annual reading rate for adults above the age of 19 has steadily fallen from 86.8 percent in 1994 to 65.3 percent to 2015. The rate lost an average 1 percentage point for every year from the mid-1990s. In comparison, the reading rate for e-books has been on the rise with the reading rate for adults standing at 10.2 percent in 2015, while for underage students, the rate measured at 27.2 percent. The survey showed the younger you were, the more e-books you read.

One thing to note here would be the increase in ‘hybrid readers’ who read both paper books and e-books. The survey showed 8.1 percent of adults fell into this category, while 26.2 percent of underage students did. Compared to readers of just paper books or e-books, these hybrid readers have shown they are more open to reading and frequent bookstores or libraries. Thanks to their large interest in books, they are rarely held back by the medium they encounter. The readership for just e-books is still very small at the moment (2.1 percent for adults in 2015 and 0.8 percent for students) but it is expected to rise.

Meanwhile in the United States, 28 percent of readers are hybrid readers and readers who read only e-books account for 6 percent of the United States’ readers, according to the Pew Research Center. This signals there are three times more e-book readers in the United States compared to South Korea. It also shows the number of hybrid readers has the potential to grow if the country’s digital content publishing market expands, like e-books and audio books.

Until now, however, analysts see a cap in the increase of e-book readers unless there is a sudden spike in paper book costs or any other unexpected event. In the United States, the e-book reading rate has stagnated after spiking at 28 percent in 2014. In 2015 it stood at 27 percent and ticked up to 28 percent again in 2016. It shows there may be a limit in e-book popularity

growth as people still overwhelmingly prefer paper books at the moment and that e-books are probably not a full replacement to paper books. Digital mediums are more used as supportive means to read while most readers find paper books the most convenient way to read.

This goes for South Korean readers. According to a survey for e-book readers carried out in 2015 by KPIPA, respondents were asked to forecast what their reading preferences would be like in five years. More than half of the respondents answered they would mostly be reading paper books, although they expected to be reading more e-books than the present. Of those who responded 54.7 percent said they would prefer paper books, while 16.4 percent said they would rather look at e-books. Even children under age 10 showed higher preference for paper books over e-books.

When looking at various studies on reading mediums in South Korea, the only sectors where digital mediums dominate are webtoons and web novels. This is largely because this sort of content is usually preferred for killing time while they carry little value as paper books. Electronic form also dominates in these sectors because there is so much free content online provided by influential web portal operators. Another important fact to note is that this type of content aimed to entertain is usually not published on paper but rather on digital media.



The real problem is not how people read or what they prefer to read. It is how to persuade non-readers, people who do not prefer to read any kind of content, to read. South Korea has been making diverse efforts to increase the number of readers as creating new readers is also the key to ensuring the survival of the country's publishing environment.

## Best Seller

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Aggregate data as of the first week of September

# South Korea's September Bestsellers

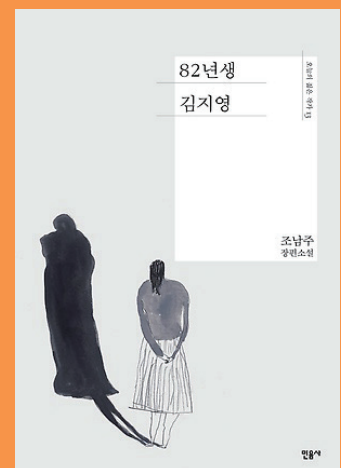
Written by Jin-kyung Kim (PR team at Interpark,  
additional contribution by Hyun-joo Song, novel MD at Interpark Books)

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**An analysis into the popularity behind South Korea's bestsellers**  
**From the final week of August through the first week of**  
**September**

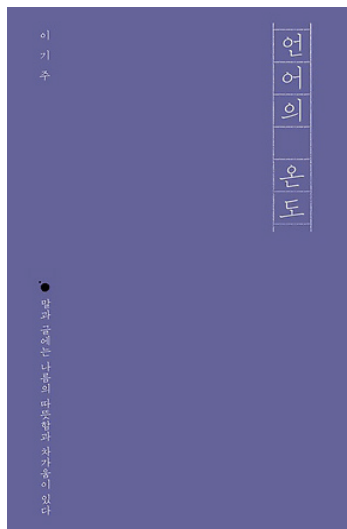
For the Ji-yongs inside all of us *Ji-young Born in '82*

When this book was published in October last year, it did not gain big interest, but word of mouth from April this year helped it climb the bestseller list. Sales of the book jumped especially after Aug. 27 when local broadcaster SBS aired a special on the book called "Ji-young Kim



Born in '82 -- The Story of Half of the World". This book is one most people in our everyday world can relate to. It tells the story of the average Korean woman, complete with statistics and news articles. The book takes the form of a report written by a doctor who treats a fictional character named Ji-young Kim and tells the story of her life. Readers of the book have said they can relate to her but later feel sad and afraid, realizing it is also the story of their lives.

#### Word of mouth bestseller *Temperature of Language*



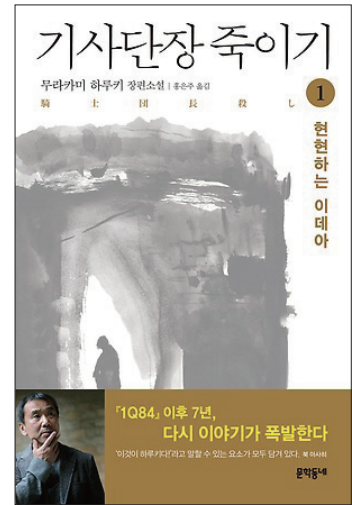
This collection of essays has brought together everyday stories frequently experienced. It was first published in August last year, and now finds itself on the bestseller list after traveling through social media as well as publicity from the author's social networking account. It briefly lost ground on the bestseller list due to Haruki Murakami's new release and other books introduced on a television show, but the book's popularity has been rising again thanks to the author's aggressive publicity efforts: meeting with readers and appearing on television. This week, it rose to No. 2 and *Dignity of Words*, another book by the same author, is currently at No. 7.

### All of Haruki in One Book *Killing Commendatore*

If you were a Haruki fan, you were waiting day and night for this full-length novel. Of course, in 2013 the acclaimed Japanese author published *Colorless Tsukuru Tazaki and His Years of Pilgrimage* but this was his first full-length novel in seven years after *IQ84*.

There are several elements to the book fans will recognize as 'true Haruki'

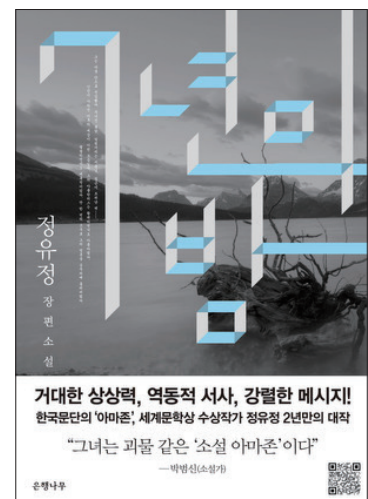
elements, like the first-person narrative the author used in his early writing days, and the character building by going back and forth reality and conceptions. The biggest selling point for *Killing Commendatore* was that it offers everything Haruki fans were looking for after educating themselves on his earlier books. As soon as it was released in July, the books have failed to die in popularity.



### Forecast for the second half of 2017: Screens and Publishers Aware! Here come the 'screen sellers'

In the second half of 2017, there are several publications waiting to take bookshelves and movie theater screens by storm. *Memoir of a Murderer* by Young-ha Kim ranked at No. 3 on this week's bestseller list just as the movie created from the

book with the same name was set to open in theaters on Sept. 7. When a movie based on a novel premieres, there is usually a surge in readers who wish to get their hands on the story first. The rise in popularity for *Memoir of a Murderer* is expected to continue. Also, "The Fortress" based on Hoon Kim's novel *Namhan Fortress* is set to open in theaters in late September while "The Night of 7 Years" starring Seung-ryong Ryu and Dong-gun Jang is also based on a novel by Yu-jeong Jeong. The original novels for these two films are also expected to jump in popularity as the films open.



<South Korean Top 15 Bestsellers, Aug 2017>

No.	Title	Writer	Publisher	Genre
1	<i>Temperature of Language</i>	Kiju Lee	Malgeulteo	Essay
2	<i>Killing Commendatore 1</i>	Haruki Murakami	Munhakdongne	Novel
3	<i>Killing Commendatore 2</i>	Haruki Murakami	Munhakdongne	Novel
4	<i>Ji-young Kim Born in '82</i>	Nam-joo Jo	Minumsa	Novel
5	<i>The Rainbow Bridge Between Mankind and Culture</i>	Mun-bu Jo, Daisaku Ikeda	Yonhap News Agency Northeast Center	Humanities
6	<i>Memoir of a Murderer</i>	Young-ha Kim	Munhakdongne	Novel
7	<i>Myeonggyeonmanri - For a New Society</i>	KBS Myeonggyeonmanri production team	Influential	Economics/ Management
8	<i>Jin-woo Joo's Pursuit of Myung-bak Lee</i>	Jin-woo Joo	Prunsoop	Social science
9	<i>Only Two</i>	Young-ha Kim	Munhakdongne	Novel
10	<i>Myeonggyeonmanri</i>	KBS Myeonggyeonmanri production team	Influential	Economics/ Management
11	<i>Myeonggyeonmanri - Future Opportunity</i>	KBS Myeonggyeonmanri production team	Influential	Economics/ Management
12	<i>Dignity of Words</i>	Kiju Lee	Hwangso Books	Self development
13	<i>Miracles of the Namiya General Store</i>	Keigo Higashino	Hyundae Munhak	Novel
14	<i>My Survey of Cultural Heritage 9: Seoul 1</i>	Hong-jun Yoo	Changbi	History and Culture
15	<i>Cosmos (Special Edition)</i>	Carl Sagan	Science Books	Nature and Science

\* Data provided by Interpark Books(book.interpark.com)



## About *K-Book Trends*

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

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

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

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

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

## 趋势

### 韩国网络小说平台的特征及国外事例

# 从网络社区到媒体， 韩国网络小说平台在不断进化。

俗话说“珠玉三斗，串成为宝”，再好的资源只有利用到合适的地方才会实现其价值。韩国的大众文学就是如此。虽说韩国的大众文学比起日本、美国和欧洲起步较晚，但是有才华的作家还是非常多的，并且读者对大众文学的需求也很多。但过去没能给作家和大众提供一个共同的交流平台，韩国大众文学发展有一段时间停滞不前虽然有很多原因，但其中最大的原因就是没有作者和读者可以沟通的平台和通道。

作者. Sang-min Seong (文化评论家，专栏作家)

## 在PC通讯上萌芽的大众文学发展为网络社区(community)

大众文学在韩国的发展得益于90年代中后期以后普及的PC通讯。当时面向大众的小说并不多，再加上想要写出作品的作家和想要看作品的读者欲求相吻合而创造出来的平台就是PC通讯。当时平凡的公司职员Wu-hyuk Lee1993年开始收集东西方多种题材，创作出了科幻小说，开始连载到HITEL(全称：韩国通讯HITEL)。这部作品就是以2011年为准累计销售量为1000万部的<退魔录>，这部作品的成功影响到了众多平民百姓和梦想成为作家的人们。李荣道作家1997年在HITEL连载的《龙族》，Minhee Jeon作家1999年在nownuri连载的<The Stone of Days>充分证明了韩国大众文学的潜力。如果没有PC通讯这一平台就不会实现大众文学的发展。

随着时间的流逝，到了2000年代初，ADSL这种超高速网络网代替了PC通讯。但PC通讯的消失不代表大众文学连载的结束。作家们开始通过个人网站或网络社区服务-“daum cafe”连载自己的作品，通过这种方式出名的有爱情小说作家可爱淘和Baekmyo。到了2000年代初期出现了很多专门为了连载小说而创建的网络社区。目前代表韩国网络小说的平台“joara”和“munpia”就是从2000年和2002年开始提供服务。当然这些网站刚开始的时候不是标榜一个“平台”或创造出收益，只是想要重新树立新的交流方式。初期网络小说连载网站是为了让作家可以上传自己的作品，同时让读者可以看到作品并且做出反应，只是一个单纯沟通的网络社区。

## 成为真正的平台

这些网站开始慢慢变化，不仅局限在单纯连接作家和读者的作用。Joara 2008年首次推出叫“nobless”的收费小说连载服务，网络小说连载市场也开始出现了变化。

2013年大型门户网站Naver正式推出“naver网络小说”服务，以这为契机韩国的网络小说网站正式成为进行大众文学事业的平台。自从naver网络小说开始提供服务，munpia也在同年出示了收费连载模式，韩国著名聊天工具kakaotalk也在类似时期发布了“kakaopage”，正式进入了网络小说市场。之后2017年民音社属下的大众文学平台“goldenbough”发布了<BritG (Brilliant tales G)>，教保文库发布了<tocsoda>，证明大企业也在扩张网络小说平台市场上的分量。

因每个平台开始的时期都不同，所以各有各的特征。2000年代初期开始提供服务的joara和munpia仍然提供自由连载服务，因此保持着初期网络社区服务氛围。其中joara把“nobless”特化为成人专用服务，成为了公司代名词。Munpia本身就是提供武侠小说的网络社区平台，因此把东方魅力的武侠小说当作为公司的象征吸引着读者们。

2000年代后期开始提供服务的网络小说平台更集中于作品本身，而不是像初期的自由参与。“kakaopage”就是最具代表性的例子。2013年刚刚开始提供服务时，因传统网络平台的市场占有率，而面临了“关门”的危机，但后来与Hee-sung Nam作家签署的独家连载游戏科幻小说《Legendary Moonlight Sculptor》后网站“复活”了起来。之后kakaopage就采取与著名作家签署独家连载版权的方式来运营平台。

“Naver网络小说”是开始提供服务时就积极强调要特化爱情小说领域，可以说是从初期就已经站住了脚跟。刚开始的时候连载了自家公司连载的网络漫画“nobless”小说版，试图过很多种类型。但后来通过Yi-soo Yoon作家的《云画的月光》等爱情小说受到了爆发性人气，因此把平台运营的方向集中到了爱情小说领域。在网络小说平台中属于后起平台的“goldenbough”的<BritG>积极利用了长期以来共同合作的类型文学作家群体，还以“作家志愿者”(想要成为作家的人群)为对象举办定期征集作品展，以出版作品作为奖项，积极利用了出版社的优势。教保文库的<tocsoda>也积极利用了在韩国出版市场上独一无二的地位，为吸引更多的作者和读者正在尽最大的努力。

## 网络小说平台，走向国外。

pc通讯到网络社区，再通过平台实现发展的韩国网络小说已形成了巨大的市场。韩国内容振兴院发布的“2016故事产业时态调查”中显示韩国故事产业中网络小说站整体产业的54%，KT经济经营研究院估计的2016韩国网络小说市场规模为800亿元(韩元)，因此网络小说市场并不是我们可以忽略的领域。

受到国内读者喜爱的韩国网络小说平台，目前已经超越了韩国，迈向了世界。当然国外也存在网络小说平台，功能手机网络服务发展较快的日本从2000年代中期开始流行了“手机小说”。制作为电影的《恋空》就是代表性的例子。虽然功能手机时代已经过去，但像韩国网络小说平台一样，目前已

经实现了通过智能手机阅读小说的网络小说平台。2004年开始提供服务的‘成为小说家吧’(小説家になろう)或2010年日本著名手游公司 DeNA发布的‘Every Star’(エブリスタ)是最具代表性的例子。

美国是通过“Wattpad”等个人电子书共享网站发展了网络小说市场，中国是像kakao公司一样腾讯收购了“盛大文学”后创建的中国最大网络小说企业“阅文集团”，正在为发展网络小说平台事业而做出努力。

Naver网络小说利用在亚洲受广泛喜爱的聊天服务LINE的品牌形象，向日本、台湾以及其他亚洲国家提供韩国网络漫画和网络小说的翻译服务。Kakaopage通过在中国网络漫画、网络小说市场上已经成为“大客户”的腾讯，翻译连载自家的作品。Munpia也通过参加北京国际图书展宣传了自家平台连载的作品，为进入中国市场正在不断投入更多的精力。

当然进入国外市场并不容易，像日本和美国的人大众文学发展比韩国快几十年，因此想要满足这些国家的读者并不容易。众多网络小说平台想要进入的中国市场也从2016年开始，因国家关系恶化也面临着很多困难。过去在韩国没有人期待过韩国大众文学的发展，但通过PC通讯实现了重大成果。虽然今后会有很多困难，但像打开了日本大众文学市场的李荣道作家的《龙族》作品一样，我们相信韩国网络小说在国际社会上总有一天会取得成果。

## 韩国出版业 1

外语引进韩国，韩语宣传到世界

# 40年历史的语言教材出版社 “多乐园”

1977年设立之后40余年多乐园的目标就是“开发可以提高外语实力的学习教材”。在韩国一谈到外语学习教材出版社第一时间想到的就是多乐园。多乐园还把韩语学习教材出口到世界各地。在本文中集中介绍在国内外传播优秀语言教材的多乐园。

作者. Myung-im Nam 记者



多乐园制作的语言教材多达2000多种,是一家中坚企业。语言包括英语、日语、汉语、德语、阿拉伯语、越南语等等。最近因时代的变化出现很多以多媒体为基础的教育形式,因此多乐园也亲自制作运营200多种app为基础的语言学习项目。

在韩国学习过多乐园的书和讲座的人都很容易接触得到。

多乐园还非常注重海外事业。多乐园最大的优点就是语言教材专业出版社,以外国人为对象的教材制作和出口正在进行中。在世界各地想学习韩语的外国人变得越来越多,随着韩流引起了“学习韩语”的热潮,甚至部分国家的大学入学考试中出现韩语科目,可以知道今后对韩语教材的需要会越来越多。

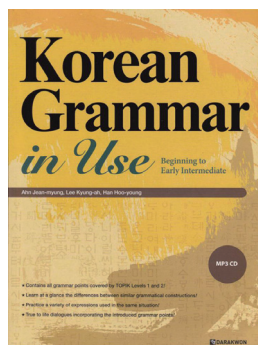
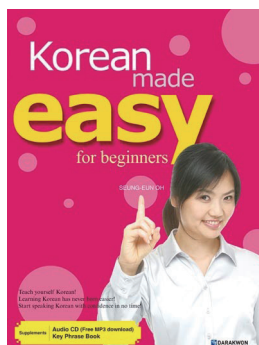


李淑姬是多乐园韩语出版部的部长，自2005年6月进公司后一直参与了韩语教材的制作，可以说是见证人。目前负责韩语教材的策划、编辑、海外版权出口等多种业务，出版了150多种韩语书。以下是与李淑姬部长进行的采访内容。

问：在国外教育市场可能是非常有魅力的要素，您能帮忙介绍一下多乐园的海外出版市场进入情况吗？

答：自从我进公司之后成功进行版权出口的就有120多件，当然其中包括续签，也包括一种书销售到多个国家的事例。10年前中国优秀的出版社排着队要买我们的韩语书，在日本我们也成功进行了出口，大幅增加了我们的销售额。我们为了向国外当地亲自介绍我们的教材，参加过德国法兰克福图书展及其他国际图书展，我们通过设置展区参加到其中。每次我们参加国际图书展时都会有我们的粉丝过来打招呼，反应非常的好。一直到去年参加的东京国际图书展、2015年的印度尼西亚图书展也是如此。我们通过印度尼西亚图书展与Gramedia Pustaka Utama出版公司结下了缘，出口了几个版权。最近版权出口国家有台湾、印度尼西亚、越南等地，在德国和法国是通过当地语言版开发了教材，目前已成功销售。





我们公司出版的教材中<Korean Made Easy>系列和<Korean Grammar in Use>系列是通过版权出口、直接出口在国外最受欢迎的教材，基于这种厚爱教材中的一部分还出版了西班牙版和德语版。特别是自学用韩语教材中的

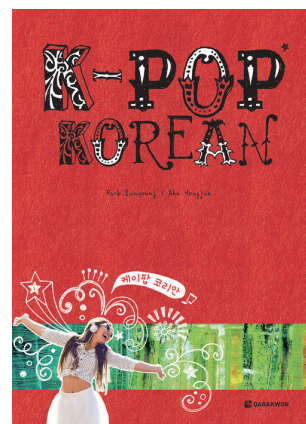
畅销书<Korean Made Easy>系列按照学习者的水平进行了阶段性制作，目前已经印刷了18次。

问：我认为韩语教材出口与韩流热风有着紧密关系，对吗？

答：韩流不会停留在一个地方，我个人认为对国际局势出现变化，首当其冲的就是语言教育和语言出版业。随着国家关系的变化，也随着当地对韩语教材开发能力的增加我们不得不继续寻找新的市场。最近在法国、欧洲和南美等地又开始流行韩流，所以这些地方对韩语教材的需求就变多了。

问：我们从多乐园的图书目录中可以看到公司对风格的多样化很关注。

答：每次运营外国图书展展区时就会知道很多为国人对我们带过去的韩语教材非常关注，这些人大多是因为喜欢韩国文化所以想学习韩语，或者是当作一个爱好来学习韩语的人。因为学习者的变化因素很多，所以我认为要开发丰富一点的内容，比如按照水平分类、爱好分类、目的分类等等。我们出版的《K-POP KOREAN》这本书是可以一边唱韩语歌一边学习韩语的教材，里面有20个K-Pop音乐。制



作这本书的时候因为著作权协商问题在制作过程中遇到过一些困难，但喜欢韩国音乐的外国人会很喜欢这本书。刚才介绍的《Korean Made Easy》系列是从题目到书面设计都是通过对外国人的问卷调查进行的，我们一直努力策划并开发符合学习者需求的教材。

问：多乐园在今年6月第一次参加了“寻访泰国图书展”这个活动，能和我们讲一下您的感受吗？

答：发现泰国当地对韩语书非常感兴趣，不仅是出版社参加，Kinokuniya书店，当地大学教授也为了选韩国语学系和韩语教养课教材访问了我们展区。这次的关注可能也基于从2017年泰国大学考试中包括韩语这个科目的影响。

问：有关出版社领域，电子书也是不能忽视的领域。不知今后在语言出版领域有没有有关电子书计划？



答：PDF形式的电子书在教保文库已经在销售我们的产品。除此之外还有些提供给公共图书馆而制作的电子书。我们多乐园汉语教材中《Korean Picture Dictionary》的英文、中文、日文版在App Store使用‘Multilingual Picture Dictionary’这一名称进行销售。我们对电子书和APP项目的投入今后会持续扩大。

🌐 多乐园网站：<http://www.darakwon.co.kr>

🌐 多乐园韩语图书目录：[www.darakwon.co.kr/koreanbooks](http://www.darakwon.co.kr/koreanbooks) (English/Japanese)

## 韩国出版业 2

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出版集团文学村艺术内容专门下属品牌 (imprint)

# 引领美术大众化的 “Art books”

“美术是公共财产”，这就是 Min-young Jeong 代表所追求的价值。美术不仅仅属于从事于美术的人，而是所有人都可以自由享受的世界。Artbooks做的最好的一点就是把美术专业的内容很感性的进行了解释，它让美术这个世界变得更加耀眼。2001年创立的 Artbooks向大众展示了可以看、读、感受、体验的书，为实现美术的大众化而做出很多努力。以下是与 Min-young Jeong 代表做的采访，形式为一问一答方式。

编辑. Ji-hye Gwon 记者

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问：首先向订阅我们网页杂志的，从事出版业的国内外有关人士介绍一下 Artbooks。

答：Artbooks是2001年5月创立的，创立的目的是为实现“美术的大众化”和“美术的生活化”。我们的作用是做中间桥梁作用，把一些专业的美术世界进行加工提供给老百姓。虽然我们也出版美术专业书籍，但是更多的是出版以一般读者为对象的大众书籍。专业书籍是理性的，相反大众书籍是感性方面的投入。Artbooks是把专业的内容感性表述的出版社。

还有比起翻译书籍，我们出版的大多是国内作家的书。因为我们认为美术是“公共财产”，所以我们相信无论是谁都可以享受并写出好作品。我们还在策划出版有关美术的领域。Artbooks的出版品牌“Alice”专门负责这一板块。读者可以通过Alice看到旅行、爱好、音乐、料理等有关娱乐生活的书籍。



一般来说美术馆是展示美术作品为中心的地方，但旁边会设置附属设施，比如纪念品商店、咖啡厅、餐厅等。我们也一样，Artbooks也是以美术书籍作为主力产品，但也会出版可以给生活带来活力的娱乐方面的图书。

问：“艺术的大众化”这一描述给我留下了很深的印象。那您认为通过书实现的艺术大众化要走到什么境界呢？

答：当然就像所有的艺术领域一样，美术也是人们享受生活的一种方式。也就是说不是特别的东西。如果说诗人是通过文字语言表述自己的想法，那么画家就是通过视觉上的造型语言来表现出想要表达的东西。如果我们认为美术也是表述人们想法的一种方式的话，我认为就会更容易接受美术。当然美术在发展的过程中是通过自我理论“武装”了自己，所以一般人在理解美术时会觉得很难。但是如果理解了美术发展的脉络和画家的想法的，美术也不是特别难得领域。

我们认为美术和我们的生活不是很密切，这是事实。美术出版界也为了克服美术与日常生活之间的距离而做出多种努力。比如通过美术找出生活智慧的书，通过美术进行心里治疗的书，又比如培养自我开发能力和创造能力的书等等。通过这些书籍我们认识到美术和我们的生活在很多种情况下都是连接在一起的，我们会重新认识美术这一领域。美术不只属于从事美术的人，美术是一门人文学。美术书会给我们带来快乐，让我们更加深入的享受生活。

问：美术内容领域不仅主题很重要，书面设计和其他部分也是非常重要的一点。那么您在出版书籍的时候最看重的是哪个部分呢？

答：我认为书不是阅读的媒介，而是看、读、体验的媒介。虽然书里面的内容很重要，但表达书里内容的书面也是不可忽视的部分。因为内容和书面设计的结合体就是书。我认为读者在说“读书”的时候，里面是包括“感受”的。



所以要让无意识中阅读的读者意识到正在“体验”书里的东西。希望让读者可以看到表述书籍内涵的书面。我是一个对书的“物质体型”比较敏感的人，所以每当接触到新刊，我就会第一时间观察编辑设计有没有让读者可以很自然的融入到内容里。如果看到书面设计把书里的内容表现的很好时就会高兴的不得了。好的书面设计是对内容的礼仪也是对读者的礼仪。

问：您从策划、制作到出版，最印象深刻的是那一部作品？理由是什么？

答：现在第一时间想到的书就是《图画精读》(Je Park 撰写，2007)。这部作品是作者欣赏六幅西方名画的496页书籍。惊人的是原稿的分量，短的有100多张(200字原稿纸为准)，长的有400多张。我当时在国内出版的美术书中没看过欣赏一部作品用这么长的分量去叙述的大众书。还有与原稿也非常有缘。住在法国的一位诗人想要把连载到韩人报纸的散文进行出版，当时这位诗人随手拿来了一个原稿说

“能否请教一下”。我当时看完这两本原稿之后觉得随手带来的原稿更好，所以我就把诗人的散文原稿还回去后在这本原稿上填了副题进行了出版，副题叫做“看待人的六个眼睛”。当时美术出版界流行的是分量较少的书，现在也是如此。但当时我认为有一部分读者还是需求分量较长的书，正好这时候遇到了这本原稿，所以非常高兴。但遗憾的是销售量没有我期待的那么多，但我很满足能够把这么优秀的作家介绍到国内。



问：您认为什么样的书是好书？认为制作的很好的书应该是什么书呢？

答：“好书”就是内容很好的书。“制作的很好的书”就是书面设计很漂亮的书。因此之所以“好书”就是以内容为基础，书面设计完成度高的书。在做书人立场上，每次都会很看重书面设计，因为读者在选书的时候是先通过书面看到里面的内容。但是到读者开始投入到内容时渐渐就会忘掉书面。读者在不知不觉中通过设计师的设计读完里面的内容。

我认为书面设计很好的体现书里的内容就是好书。我每次看书面时就像欣赏美术作品一样会仔细的观察，希望以后会出版更多更多的好书。



问：向我们海外的读者介绍几本Artbooks出版的书吧。

答：“千言万语不如一幅画的安慰”，书的名字叫「I Lay My Heart On Paintings」(作者 Ju-eun Lee)，通过过去的美术作品来比较韩国、中国、日本文化的「韩中日的美意识」(作者 Sang-hyun Ji)，通过美术丰富知识，理解信息的「知识的美术馆」(作家 Ju-heon Lee)，研究八位哲学家理论的现代美学趋势及探索美学生活的「现代美学讲座」和「Angelus Novus」(作家 Jung-kwon Chin's)，叙述了经济学家从图画中找出的世界史秘密和讨论国际化关键时刻的「视觉经济史」和「国际化风景」(作家 Byeong-gun Song)等。

## 热点

作为主宾国参加了“2017伊斯坦布尔国际图书展”

# 在土耳其宣传韩国的书和文化

向国外介绍优秀的韩国作品，并出口著作权最好的方法就是参加各种国际图书展。因此韩国出版界也正在积极参与很多国际图书展。向世界各个地方宣传韩国书籍和文化的本次旅程前往土耳其。



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## 韩国-土耳其建交60周年迎来的文化交流

即将来临的11月4号到7号在伊斯坦布尔TÜYAP Fair and Convention Center 将举办2017伊斯坦布尔国际图书展。在此次图书展中不仅运营韩国图画书展示馆，韩国还作为主宾国参加此次展览。今年是韩-土建交60周年，在今

年6月举办的首尔国际图书展中土耳其也作为主宾国来到了首尔。因此此次展览在两国交流方面意义非常重大。

在首尔国际图书展中作为主宾国运营的土耳其展区中，不仅展示了多种丰富的书，还向韩国读者赠送了土耳其书籍，积极的宣传了土耳其。在展览中韩 国读者看到了土耳其的书和文化。

## 韩国-土耳其建交60周年迎来的文化交流



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本次伊斯坦布尔图书展对韩国是可以向土耳其读者宣传多种文学作品和图画书的良好契机。目前土耳其出版市场的翻译书大部分是英美国家的书籍，但是我们目标通过此次展览宣传韩国图书的优秀性，并扩大土耳其读者对韩国图书的关心。

此次国际图书展不仅可以促进两国的出版著作权和文化交流，也是可以与土耳其各种文学领域的读者见面的良好平台。以2016年为准参加的公司多达850家，访问人数预计在621,000人，是一个比较大的图书展，不仅出版界人士参加，一般读者和市民也会参加。主宾国馆规模为250m<sup>2</sup>，我们会通过本次图书展展示更多图画书和电子书，让韩国的K-Book成功进入到土耳其出版市场。



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## 出口趋势

英国亚马逊畅销书第一位，荷兰非小说领域第三位

# 《停下来,才能看见》作家, 慧敏法师

“The Things You Can See Only When You Slow Down”

这是慧敏法师的书籍《停下来,才能看见》的英文版题目。今年初这本书在英国亚马逊连续3周记录了综合畅销书第一位的宝座。国内散文作品在国外受欢迎是很罕见的现象,因此很多人都大吃一惊。负责英国版的编辑人也对读者的激烈反应非常惊讶,美国版也仅在两周内就已经记录了3万部以上的销售量,对繁忙的现代人提供了一个可以稍微休息一下的空间。

国内的书籍,特别是散文介绍到国外不是一件简单的事情。

这本书的韩语版权归于Suobooks,出版社接受了来自美国 and 英国的大型出版媒体集团-企鹅兰登书屋(Penguin Random House)对海外版权的提议。慧敏法师与翻译申京淑作家《寻找母亲》作品的Ji-young Kim进行了2年的英文版翻译工作。考虑到韩国和美国的文化差异,在美国作为教授教过书的慧敏法师亲自参与到了翻译工作中。

认为之所以有这种翻译的艰巨时间,才会实现在英国和美国的成功。以海外出版为契机,慧敏法师不仅在国内,在海外当地也进行着多种采访和演讲。我们这次好不容易与慧敏法师进行了书面采访,以下是与慧敏法师进行的一问一答采访。



韩国出版文学产业振兴院(以下韩):您是maumschool(治愈心灵学校)的校长,是一位作家,也是一位僧人,不知您最喜欢哪一个称呼?为什么这么认为?

慧敏法师(以下慧):首先我是出家人,所以我最喜欢僧人这个修饰。我是以僧人的前提下写书,进行maumschool项目,也在大众面前做演讲。在美国大学教书的那7年也是作为出家人讲课,而不是教授在过着僧人生活。



韩：写书也是一种治愈心灵的手段，您在写《停下来，才能看见》这本书的时候是出于什么领悟呢？

慧：生活和我的心灵相遇的时候，给我带来了许多领悟。比如，我们认为非常忙的时候，可以想一想是因为世界很忙所以觉得忙呢？还是因为看待世界的心很忙所以觉得世界很忙呢？仔细观察的话可以知道我们的世界并没有因为忙而提出过不满，是因为我们自身的心很焦急所以觉得世界非常忙。

当时我希望我的这种领悟可以通过社交网站与更多的人进行分享，并且提供一点点的帮助。希望把这种细小的领悟传达给读者，这本书就是这样诞生的。

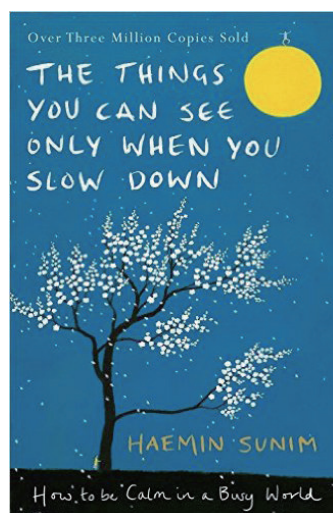
韩：这本书最近在国外也很受欢迎，相信在英美圈也见到了很多人。您与读过并喜欢这部作品的读者见面时是什么感觉呢？

慧：是一个非常不一样的经验，非常感谢国外的读者。最近收到很多从英国、美国还有西班牙发来的信息。听说在荷兰这本书在非小说领域位于第三位，在英国亚马逊记录了两次第一位。

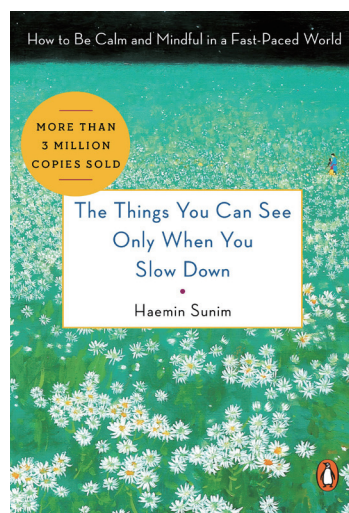
在进行英文版翻译的时候有过很多困难，但通过这本书给读者带来了灵感，也提供了心灵上的勇气和平静，我感到很激动。从9月中旬开始以德国出版社的策划，通过一个月的时间将在德国和奥地利的10个城市与读者见面。我很期待这次见面。

韩：听说是美国出版社先联系到韩国，之后成功出口了海外版权。希望今后韩国出版市场会有更多类似事例。不知您第一次收到这个消息时是什么心情？





英国版



美国版

**慧：**两家出版社是差不多的时期联系过来的，当时我正好有机会去纽约，所以顺便就拜访了两家出版社，与编辑人直接进行了面谈。

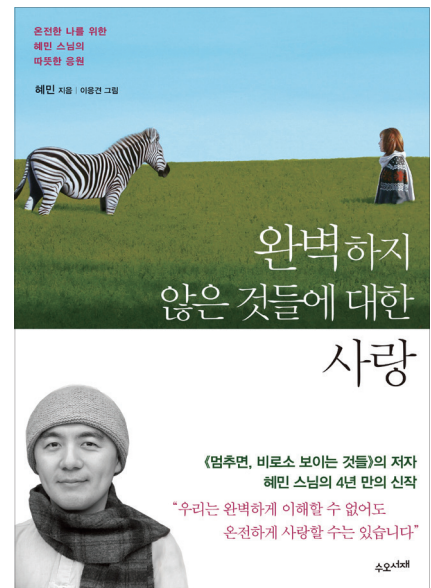
像《寻找母亲》这样的小说和童话有很多翻译出版，但我发现非小说书记翻译过去的事例很罕见。我很受感动的一点就是在美国出版书籍之前会投入最大的努力。通过出版我书籍的企鹅兰登书屋，不仅在亚洲，甚至连韩国中介公司也很难进入的欧洲、中南美、以色列、土耳其、俄罗斯等地也销售了版权并实现了出版，非常感谢美国出版社的大力支持。

**韩：**我看到了The Guardian上对于您书的介绍。您通过书追求的东西对国外读者也产生了很好的影响。今后您创作的书中不知想要传达什么信息呢？

**慧：**下一本书《The Things You Can See Only When You Slow Down》也已经与美国、英国、德国和荷兰签署了契约。目前翻译工作还没有做完就已经签了约。我想继续创作出好书与世界的读者见面。

韩：最后对国内外出版界有关人士及读者说一句话吧。

慧：创作书并进行销售绝对不是作者自己可以承担的事情。要通过编辑、书设计师、销售负责人、宣传负责人、中介公司、批发商、书店等等很多人的努力。我作为作家一直非常感谢从事出版业的所有人士，虽然目前出版市场没有像以前那么活跃，但是希望各位能够抱着使命感继续创造出更多更好的书籍，谢谢！



🌐 照片提供: Suobooks 出版社 (<http://post.naver.com/my.nhn?memberNo=23778630>)

以下是与负责慧敏法师《停下来，才能看见》英国版编辑 Daniel Crewe之间进行的一问一答式采访。



© www.penguinrandomhouse.co.uk

问：请先简单介绍一下您就职的出版社概况。

答：我目前在企鹅兰登书屋(Penguin Random House) 出版社的 imprints Viking, Portfolio and Penguin Life负责非小说类书籍出版。

问：在那么多的韩国书中为什么选择了慧敏法师的书呢？

答：我刚开始看到这本书在韩国是非常著名的畅销书，所以自然而然的对这本书产生了兴趣。后来我收到书后，发现作者对书的主题经验非常丰富，也写到很多现实性的建议，我非常喜欢这一点。还有书中的插画也很漂亮，在阅读的过程中带给人心灵上的平静，非常好！还有书的题目也非常喜欢。

问：能告诉我们为什么慧敏法师的书在英国书店这么受欢迎？

答：目前在英国自我开发类的书籍很受欢迎，甚至很多出版社为了出版这类书籍特意去创立下属品牌。这次慧敏法师的书得益于广播和电视上的宣传，作者有一种特殊的能力，就是把自己知道的东西可以很温馨自然的传达给对方。还有书的形式和价格也促进了销售。(价格不贵)

问：2017年上半年慧敏法师到英国亲自与英国的读者见了面，不知读者们的反应如何？

答：慧敏法师通过这部作品在英国非常出名。当地人对韩国的僧人非常好奇，并且法师在出演媒体节目时非常的自然。可能是因为慧敏僧人还很年轻，并且在社交网站上也很有名气。

问：今后不知还会不会出版韩国书呢？

答：我们正在计划慧敏法师的下一部作品，名字叫「on imperfection」,也期待今后在同领域可以出版其他韩国作家的书籍。

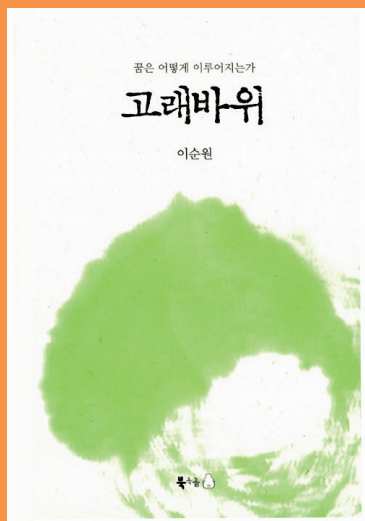
## 专栏 1

Soon-won Lee的<鲸鱼岩石>,签署德语版权

## 韩国图书海外出口趋势

对海外读者“韩国小说家”一般会想起年轻的作家们。但是韩国有一位中年作家执着的写出淳朴而抒情的作品,他就是李舜源作家,目前这位作家的作品已经介绍至国外。他的作品一般是以大自然和成长为主题,包含教育性的内容。在韩国多次获取文学奖的李舜源作家的作品即将介绍到德国。

作者. 李龜鎔 KL管理公司代表



《鲸鱼岩石》韩国版书面  
© 北极熊

小说家李舜源的寓言小说(a fable story), 《鲸鱼岩石(The Whale Who Returned to the Sea)》的德语版版权终于成功出口。2012年在韩国出版的这部小说的副题是“梦想是怎样实现的”,我们从中可以知道是有关于梦想和希望的小说。

从前一座高高的山顶上有一个和鲸鱼长的很像的大岩石,故事的起源是李舜源作家的故乡村庄里的一座大山上与鲸鱼长得很像的岩石。作家在这里又添加了想象力,说其实这岩石从以前就有一个梦想,就是想到大海的怀抱中,故事的结尾是在岩石终于实现了



自己的梦想。这部小说是儿童和成年人都可以阅读的书籍，作者想要传达的信息是无论在什么困境中只要抱有希望继续努力就一定会实现梦想。

作品获得过东仁文学奖(Dong-in Literary Prize)和现代文学奖(Hyundai Literary Prize)等多数文学奖项，也选定为韩国出版文化产业振兴院(KPIPA)青少年推荐书。这部作品在不久的将来不仅会出口到德语圈，还会出口到其他语言地区。这部作品的越南版已经成功翻译出版，当地的读者可以很容易接触到。



《树》，《The Cow Who Resembled the White Star》  
韩语版封面  
© Nol, Danbi

李舜源作家作品中除了《鲸鱼岩石》之外还有几部带有教育内容的寓言小说。比如《树(Tree)》和《The Cow Who Resembled the White Star》这两部作品。青少年小说《树》的副题是“陪伴一百年的朋友”，内容是一位年轻的新郎认认真真的种了树，描述的是他种的栗树之间发芽的友情。从中我们可以看到李舜源作家淳朴而又亲切的文体。这部小说中一百岁的爷爷树给孙子树讲很多故事，从中我们可以看到大自然的规律和智慧。是所有年龄层都能同感的内容。

另一部作品《The Cow Who Resembled the White Star》体现的是我们在生活过程中经常忽视的东西，它就是“价值”。在一个山村的空牛棚里进来了一个还没断奶的小牛。12代有关牛的家族历史与住在这户家的4代人的传统自然的融合到一起，展开感动的故事。通过大自然和安慰的表述方法抚慰读者灵魂的李舜源作家的作品不仅在韩国，正在世界舞台上展翅飞翔。我们今后也应继续关注他的作品。

## 专栏 2

### 韩国读者与书见面的地方 (1)

## 在坡州出版城市随着书旅行

如果你正在计划去首尔旅行并且又是喜欢书和文化的人就一定要到这里看一看。这个地方就是离首尔有一个小时车程的‘坡州出版城市(Paju Book City)’。产业园区里有著名建筑家设计的建筑物,在这里你可以看到有关出版的所有过程。接下来给大家介绍世界上独一无二的出版特化城市,坡州!

作者. Myung-im Nam 记者

### 出版的头与尾，坡州出版城市

坡州出版城市是 30 年前, 梦想实现出版和流通结构现代化的韩国出版界人士为中心, 为构建经济、文化活动基地而建立的地方。文化产业园区位于京畿道坡州市交河邑文发里, 面积为48万平(156万㎡), 最大的特征就是在这

里可以理解所有有关出版的过程。从出版策划到编辑、印刷、物流、流通所有过程都可以在这城市里解决, 可以说实现了出版的现代化, 这就是坡州出版城市诞生的契机。



坡州出版城市全景  
© <https://tour.paju.go.kr>

出版社、印刷社、装订公司位于美丽的寻鹤山周边的芦苇湿地附近，建筑物与自然和城市完美的协调在一起，充分起到旅游区的作用。特别是每年出版城市最美丽的春天和秋天会举办韩国规模最大的书盛典，比如儿童书盛典和坡州鼓声等活动。2017坡州鼓声盛典的举办日期为9月15号到17号。



© <http://www.pajubooksori.kr>

🌐 坡州出版城市英文网站：<http://www.pajubookcity.org>

## 巨大的读书空间‘智慧之林’ 和特别住宿场所‘纸之乡’



智慧之林内部

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到了坡州出版城市，第一个要去的地方就是“智慧之林(Forest of Wisdom)”。位于亚洲出版文化信息中心1楼的智慧之林是2014年建立的巨大开放型读书

空间，有20多万捐赠图书，捐赠人有学者、知识人、研究所、出版社、流通公司、博物馆等。智慧之林由3个馆构成，从入口开始就可以感受的到它的雄伟壮观。内部收藏者学术书籍到儿童书籍，领域非常之广，因此无论是谁都会找到自己喜欢的书。内部还运营咖啡厅，所以很容易看到一边喝咖啡一边看书的人。



住宿场所‘纸之乡(Hotel Jijihyang)’外观

智慧之林第3馆同时也是纸之乡大厅。第3馆全年无休24小时开放，所以可以不受时间的限制。纸之乡是“纸的故乡”的意思，在这里与其他酒店不同的是书代替了电视，可以说是非常有特色的宿舍。在脱离我们熟悉的媒体，集中到书中展现的无穷的故事中时

会给你带来不一样的经验。叫“作家的房间”的客房是由特定韩国作家作品和收藏品构成的房间。有双人间和三人间，还有韩式三人间，住宿费大概在10万韩币左右。

🌐 纸之乡英文网站：[http://jijihyang.com/Main/en\\_Main](http://jijihyang.com/Main/en_Main)



二手书店‘宝岛’

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智慧之林第一馆入口向右拐上楼梯2楼就是二手书店“宝岛”，在这里可以看到地区居民捐赠的图书、专辑、DVD、设计产品等。同建筑3楼运营着出版产业体验中心。

## 角落中的书吧&看点

如想真正看好坡州出版城市，一定要到书吧、画廊、演出厂、剧场等地方看一看。

### 路线1. 回到童心



匹诺曹美术馆(左)，儿童书房兼书吧 Milkbook(右)

智慧之林的对面就是匹诺曹美术馆，这里是出版社yolimwon运营的特殊展示馆。从入口就可以看到童话般的神秘装饰，内部收藏着1300多件有关匹诺曹的收藏品。在这里还可以亲自在木制玩偶上涂色，还设有拍照区，有孩子的访客非常喜欢这里。

如果带了孩子过来就一定要去儿童书房兼书吧“Milkbook”。原来这个地方是 Milkbook出版社管理的仓库，但后来重新装修后诞生了现代型空间。孩子们可以自由的阅读儿童图书，也可以同时享受饮料和甜点，在这里可以一眼望到坡州的全景。

## 路线2. 享受书和艺术的气息



文发里(地名)旧书坊小巷BlueBox(左), Mimesis美术馆(右)

如果想感受书的情趣可以到文发里旧书房小巷。小巷中的BlueBox既是旧书坊又是书吧，也是一个小剧场，可以说是综合文化空间。在这里可以廉价买到有时光痕迹的旧书，也可以喝到像“制作书”一样精心为你调制的咖啡。这里还设有大屏幕和舒适的软垫，今后会通过演出空间进行多种文化活动，请大家期待！

下一个要去的地方就是贯通出版城市，过一个马路就能一眼看见的白色建筑物。出版社Openbooks的下属品牌Mimesis运营的Mimesis美术馆是文化艺术人和游客都非常喜欢的美丽艺术空间。绿色的草坪与白色建筑相对比，给人带来清新的感觉。这里与刚才介绍的旧书房有着不一样的气氛，充满着现代气息。在这里可以看到Openbooks出版的书籍和展示，相同也运营着书吧。在窗前你可以边喝咖啡边欣赏外面的风景。

🌐 Mimesis美术馆：[www.mimesisart.co.kr](http://www.mimesisart.co.kr)



## 进一步了解



坡州乐天名牌折扣购物中心

喜欢观光的人可以自由游览。再往里面走的话会抵达“和平的象征”临津阁和平公园，在这里不仅可以留下特殊的记忆，还可以看到3000多个小风车转动的风车花园。

坡州附近可看的地方还很多。首先如果你对购物感兴趣，第一要推荐的地方就是乐天名牌折扣购物中心。这里离坡州出版城市非常近，并且方便外国人购物，所以值得一去。还有heyri艺术村和普罗旺斯村庄内部非常漂亮，

🌐 坡州文化观光网站：<https://tour.paju.go.kr/>

## 书籍概要

韩国出版文化产业振兴院 (KPIPA)摘录•支持样品翻译的评选作品

## 有望出口的韩国图书

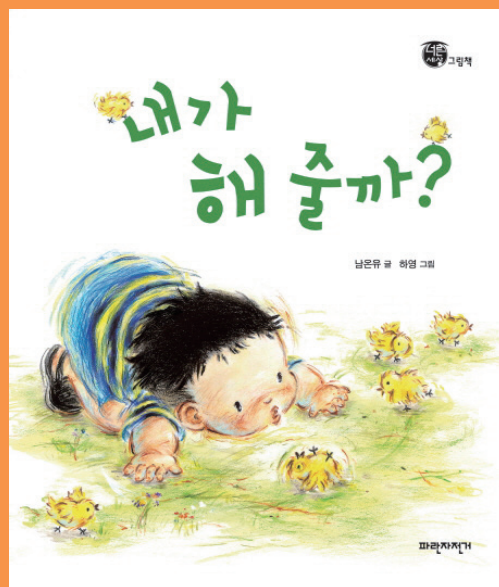
### <我帮你做？>

#### 1. 出版社信息

Blue bicycle Publishing Co.(英文)  
www.paja.co.kr

#### 2. 图书信息

书名 | 我帮你做？  
类别 | Children's Books (age 1-5) 学  
作者 | Nam on-you  
插图作者 | Ha young / 河榮  
页数 | 26p  
开本 | 190\*220 (mm, 横\*竖)  
封页装帧 | Hardcover  
发行日期 | 2016年7月25日  
ISBN | 979-11-86075-75-3



### 3. 负责人信息

姓名 | Kim, Mun-jeong

电话 | +82-31-955-7470

电邮 | Booksea21@hanmail.net

### 3. 营销信息

发行册数/畅销书排行榜 | 2,000册

图书主题 | 从3岁孩子的“我帮你做？”的话中学习温暖的沟通和关怀。

主要读者层 | 4-6岁

### 4. 简介

作者 | Nam on-you

爱孩子们的纯粹的心。在大学学习韩国语言与文学后长期为电视台和广播电台写稿。偶尔即使遭到挫折，也要勇敢地前进，相信这样会使自己的内心会比过去更加强大。希望读过我的故事的所有人，与过去相比内心更强大，能够装下更多的爱。作品有《睡好觉》。

插图作者 | Ha young / 河榮

从弘益大学绘画系毕业后，陷入图画书的魅力，在SI图画书学校学习插图和图画书。曾为《咕噜咕噜》、《宝宝，无聊吗？》、《秋天森林的橡子声音》和《皮鞋的生日》画插画，亲自创作故事并画插画的作品有《喜欢步行》。

### 5. 图书简介

在3-4岁孩子们的天生的好奇心中寻找真正的关心和关怀的图画书。在“没事吗？”或者“我帮你做？”如此简单而暖心的一句话里，饱含着关怀和帮助他人的心。3岁孩子的行动和说话里可以找到我们暂时被遗忘的真正的沟通和暖心的关怀。孩子的可爱行动和根据情况的各种拟态词、单纯而充满音律的反复的结构，从温馨的视角画出的插画，非常适合亲子共读，享受快乐的时间。

哐！一个人玩儿得很开心的孩子突然听到很奇怪的声音。孩子走到客厅就发现乱七八糟地散着的東西和悬挂在客厅柜的小狗。孩子下了一跳，很快靠近小狗问：“小狗，没事吗？是不是想吃糖果？我帮你拿出糖果？”。从想帮助下垂的香龙血树、打哈欠的鱼、伸懒腰的小猫和迷路的爬山虎的3岁孩子的行动中学习到温暖人心的一句话。

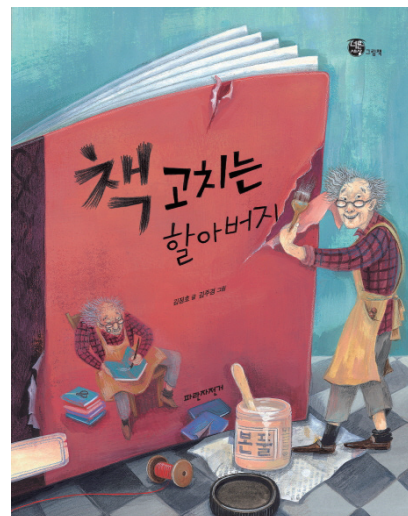
## <修理书的爷爷>

### 1. 出版社信息

Blue bicycle Publishing Co.  
www.paja.co.kr

### 2. 书籍信息

书名 | 修理书的爷爷 (Book fixing Grandpa!)  
类别 |  
Children's Books(age 1-5) 学龄前儿童书  
Children's Books(age 6-9) 小学低年级儿童书  
作者 | Kim Jung-Ho / 金贞浩  
插图作者 | Kim Joo-Kyung / 金住京  
页数 | 36p  
开本 | 225\*285 (mm, 横\*竖)  
封页装帧 | Hardcover  
发行日期 | 2016年4月1日  
ISBN | 979-11-86075-63-0



### 3. 负责人信息

姓名 | Kim, Mun-jeong  
电话 | +82-31-955-7470  
电邮 | Booksea21@hanmail.net

### 4. 营销信息

发行册数/畅销书排行榜 | 2,000册  
获奖及团体推荐、入选经历 | 2017学校图书馆馆员协议会推荐图书  
图书主题 | 关于对公物和书的珍惜、在公共场所应遵守的礼仪的故事。  
主要读者层 | 6-8岁

### 5. 作者简介

作者 | Kim Jung-Ho/ 金贞浩  
2001年写了首部童话《两水里的春天》之后，一直写关于韩国历史、饮食和文化的文章和童话。作为“做饭的作家”在书院和乡校等教育机构讲过去士人的用餐礼仪和传统饮食体验课。致力于以有趣的方法给孩子讲饮食、历史和人物的故事。  
作品有《统营的同伊》、《为小学低年级的第一次韩国史1-10》和为大人的《朝鲜王世子教育》、《朝鲜的贪吃家》等。

插图作者 | Kim Joo-Kyung/ 金住京

喜欢坐在儿童图书馆的一角看图画书。发现被撕开和肮脏的书时，会感到伤心。而为《修理书的爷爷》一书画插画时，想到要是我们也能做“小图书馆”就好了。

作品有《爆炸头叔叔和奇怪的药店》、《高句丽平壤省的无敌三剑客》、《幸福的帽子》和《飞吧，小鸡》等。

## 6. 图书简介

关于图书馆里的书的苦恼和我们对待书的态度故事。故事从第三者的视角展现了在利用公共场所或者公物时，我们无意识做的行动，提醒我们一起分享的物品的珍贵性。

书爷爷(BOOK Grandpa) 无论吃饭、去卫生间、睡觉都离不开书。他在图书馆时感到最幸福。可是随着调皮鬼毁坏书的行动越来越严重，书爷爷的担忧也日益加深。有一天，书爷爷下决心亲自修理书。此后不久书爷爷成为图书馆里的明星，并且获得“修理书的爷爷(Book fixing Grandpa!) 的称号”。还有，在图书馆里出现另一个小图书馆…。

## <职场心理兵法>

### 1. 出版社信息

Sigongsa Co., Ltd

<http://www.sigongsa.com/main/main.php>

### 2. 图书信息

书名 | 职场心理兵法  
(Psychological skills at work places)

类别 | Beom-sang Jo

页数 | 248p

开本 | 153\*224 (mm, 横\*竖)

封页装帧 | Paperback

发行日 | 2016年10月10日

ISBN | 978-89-5277-709-6



### 3. 负责人信息

姓名 | Sunju Jung

电话 | +82-2-2046-2895

电邮 | alliswell1224@sigongsa.com

#### 4. 营销信息

发行册数/畅销书排行榜排名 | 本书为2013年版《为何关系比工作更累人?》的修订增补版

图书主题 | 让人更惬意的职场人际关系心理学

主要读者层 | 上班族

媒体评论及广告文案 | 我到底要忍受这些家伙到什么时候?

稍作努力便可拥有良好人际关系的心理技术

#### 5. 作者简介

作者自诩为“状况百出的上班族”。高丽大学心理学专业本科毕业后,又在心理学研究生院产业及组织心理专业获得硕士学位。现为LG经济研究院人事组织研究室责任研究员。作者从心理学观点出发,分析组织中的各种现象,为个人和管理者提供有益参考。此外,作者还参与过各种企业人事组织咨询项目。

作者尤其关注集团内部人员的行为和心理,认为给人带来压力和伤痛的最大原因就在于“人”。作者在研究各类职场案例时,目睹了因压力导致业务进展受阻、个人健康受威胁的种种现象,并因此对集团内部人际关系和解决方案进行了思考和研究。通过研究,作者认为我们应掌握适用于上司、同级、下属等不同交际对象的交际技巧,并在此基础上确定新的关系法则。

作者认为不论在哪个集团,“问题都在于人”,因此必须“以人为本”。他反复强调“只有个人幸福,组织才能拥有光明的未来”。著作有《部门经理心理构架》、《幸福的职员业绩也好》等。

#### 6. 图书简介

※ 请回答以下问题。

- 和业务相比,人际关系让你觉得更难应对。
- 公司有1个以上你不喜欢的人。
- 讨厌加班,但常因上司眼色,被迫加班。
- 开会提意见时,总看别人的眼色。
- 午餐时,有时想一个人独处。
- 有时很难抑制对他人的怒火。
- 想一举制服无视自己的同事或公司后辈。

上述症状如在3个以上,请你一定要看看这本书,而且一定要看两遍。

稍作努力便可拥有良好人际关系的心理技术



“一想到上班，就不愿睁眼。”

“想要辞职，可又不知今后该怎么办，只能先凑合着。”

讨厌上班并非现在才有，可最近却愈演愈烈。从第一个公司辞职的新员工比率逐年增加，而平均工龄却越来越短的事实很好地证明了这一点。想要辞职的人都有一个共同点——比起累人的工作，人际关系更令他们感到头疼，难以忍受。

《职场心理兵法》一书面向的就是这类读者。本书对这种在一起的时间比家人、恋人更长，给对方造成的伤害也更多，但却鲜有机会就此进行开诚布公的交流的同事关系进行了考察。可以说现有同类主题的书籍均以相同的方法寻求解决之道，而本书则把焦点放在了以我为中心的各种关系的性质和关系的特性上，从新的角度对此加以分析。

作为组织心理学专家，作者认为仅凭性格类型，是无法解决组织内人际关系问题的，应根据领导力类型、性格类型和业务类型区分上司、同级和下属特点，才能找出解决之策。本书能让读者觉得世上没有无可救药之人，特别适合那些受人际关系困扰的人阅读。

## 出版行业

### 韩国阅读人口数值变化

## 数字时代和 “混合型(hybrid)读者”的扩散

实体书阅读率持续下滑,相反通过电子书以及数字出版的阅读比重呈现增加趋势。这种现象是随着时代的发展出现的,是全世界共同的现象。这也是记录媒体发展和阅读方式的变化带来的自然现象。在人类的交流发展史中我们可以知道记录媒体不仅可读性、储存性、经济型重要,更重要的是“随手可得的素材”,数字出版就是可以充足这些条件的阅读工具。

作者. Won-Keun Baek 书和社会研究所所长

韩国代表性阅读指标表查<国民阅读实况调差>(韩国出版研究所,文化体育观光部,2年为周期进行调查)显示,小学,初中,高中生的年均阅读率(除教科书、学习参考书、杂志、漫画等)大部分维持在90%以上,相反19岁以上的成人阅读率1994年是86.8%,2015年是65.3%,减少了21.5%。也就是从90年代中期开始实体书阅读率每年平均下降了一个百分点。相反以2015年为准,成人的电子书阅读率为10.2%,小学初中高中生为27.2%,呈现出年龄越小电子书阅读率越高的现象。

在这里要关注的是混合型读者层增加的现象,混合型读者值得是实体书和电子书都看的读者。成人读者的8.1%,小学初中高中生的26.2%属于这一人群。混合型读者比只看实体书或电子书的阅读者对阅读的偏好度较高,阅读量多,并且对书店和图书馆的利用率也较高。因为这些人群对书很感兴趣,所以不受媒体形式的影响。只看电子书的读者层(2015年为准成人2.1%,学生0.8%)比率目前比较低,但今后这一比重会持续增加。

电子书市场比较发达的美国混合型读者层高达28%，只看电子书的比率也超过6%(Pew Research Center, Book Reading 2016)，电子书读者人口为韩国的3倍以上。韩国电子书和录音书籍等数码内容出版产业的发展会大幅增加混合型读者层。

如果不出现非常例外的情况（比如实体书的价格飞速上升等），电子书的阅读人口也不会持续的增加。美国电子书阅读率2014年记录28%的最高值后2015年为27%，2016年为28%，一直停留在30%之内。也就是说实体书到目前为止仍然是读者喜欢的阅读形势，电子书的扩散是有限制的。所以我们不能单纯认为电子书“替代”实体书。最适合阅读的媒介仍然是实体书，丰富的数字出版只是补充的作用。

韩国人对电子书的偏好度仍然很高。<2014年电子书阅读实况调查>(韩国出版文化产业振兴院, 2015)显示，在“5年之后本人阅读方式的变化”提问中一半以上的人回答“虽然电子书阅读比重会增加，但仍然会以实体书为主”(实体书为主占54.7%，电子书为主占16.4%)。不到10岁的孩子也更偏好实体书。

有关数字化出版物的韩国调查显示，实体书和电子书阅读偏好度呈现明显差异的领域是网页漫画(=网上漫画)和类型小说(=网络小说，娱乐小说)。这些领域适合一次性阅读，实体书收藏价值较低，并且大型门户网站很多都是免费提供，因此这些就是电子书阅读的主要领域。娱乐为主的内容大多以数码出版形式发行也是出于这种理由。

目前我们要关注的问题不是阅读方式和阅读的形式(实体书，电子书)问题，现在最大的问题就是部分阅读形式，完全不阅读的人口(非阅读人口，非读者)变得越来越多，我们要想办法应对这些问题。为此在韩国也为“开发读者”做出很多的努力，增加阅读人口才是出版行业持续发展的基础。

## 畅销书

# 9月韩国畅销书趋势

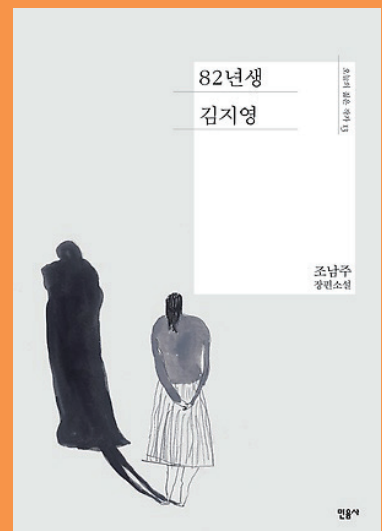
2017年9月第一周统计结果

作者. Jin-kyung Kim (Interpark 宣传组)  
协助. Interpark图书 Hyun-joo Song 小说 MD

## 8月最后一周, 9月第一周 分析代表性畅销书人气要素

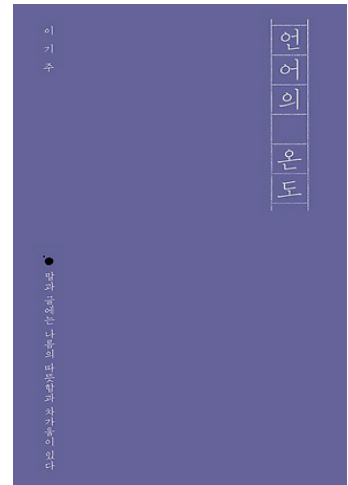
为了我们所有的金志英 『82年生金志英』

这部作品去年10月份出刊时并没有受到太多的关注, 但从4月份开始通过口碑瞬间登上了畅销书的宝座。特别是今年8月27号播放的SBS特别节目‘82年生金志英-世界一半的故事’放映之后销售量剧增, 这周记录了畅销书第一位。这部作品是生活在当今社会的所有人都可以同感的作品。作品中包括各种统计资料和新闻, 从中我们可以看到韩国女性普遍的日常生活。作品叙述是金志英的主治医生重塑她人生的报告书形式。读完这部作品之后会感觉到里面的主人公就是我, 深受同感。



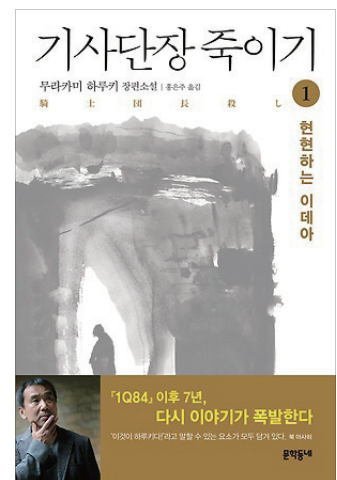
### 口碑畅销书『语言的温度』

这部作品是把我们日常生活中普遍经验的故事进行讲述的散文。正式出刊是去年8月，但是通过作家运营的社交网站，或者通过已经阅读过这部作品的读者的口碑瞬间登上畅销书行列。因村上春树热潮和电视节目“Alsseulsinjab”介绍的图书瞬时受到关注后，稍微排在了后面，但是最近通过与读者间见面和出演电视节目等方式人气又重新上升了起来。本周记录了畅销书第二位，作者的另一部书籍‘语言的品格’也记录了第七位，两本书都在畅销书行列中。



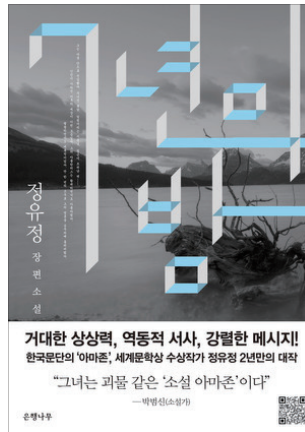
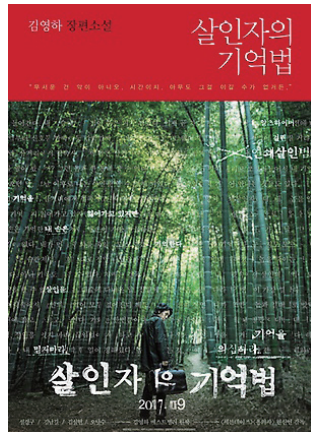
### 村上春树风格『骑士团长杀人事件』

如果你是村上春树的粉丝那肯定等了很久这部长篇小说。虽然2013年出刊了《没有色彩的多崎作和他的巡礼之年》，但正式的长篇小说是继1Q84后时隔7年发表的作品。『骑士团长杀人事件』作品是作者初期作品常使用的方法，用的是第一人称。超越现实和观念的过程中实现发展，不愧是村上春树！这部作品的魅力在于满足了等待作家初期作品精髓要素的读者。7月出版的同时成为了畅销书，到现在也广受欢迎。



## 下半年展望：同时掌握屏幕和出版界

### ‘screenseller成为焦点’



下半年有几部作品将同时掌握电影界和出版界。今年9月7日上映的电影<杀人者的记忆法>同名原著小说金英夏作家的《杀人者的记忆法》销售量剧增，记录了畅销书第三位。如果一部以小说为原著的电影上映

时，很多读者会想先看完原著再看电影，因此预期一段时间小说的销售量会持续增加。还有小说家金薰的小说《南汉山城》9月末也即将上映，柳承龙、张东健出演的《7年的夜晚》原著也是Jeong You Jeong作家的同名小说。预计人们对下半年上映的韩国电影原著的关注度会越来越高。



<2017年 8月 综合畅销书1~15位>

排行	著作名	作家	出版社	领域
1	语言的温度	Ki-joo Lee (李基周)	Malgeul Site	诗/散文
2	《骑士团长杀人事件》1	Murakami Haruki (村上春树)	Munhakdongne (文学村)	小说
3	《骑士团长杀人事件》2	Murakami Haruki (村上春树)	Munhakdongne (文学村)	小说
4	82年生金志英	Nam-joo Jo	Minumsa (民音社)	小说
5	人间和文化的虹桥	Mun-bu Jo, 池田大作	联合报社东北亚 中心	人文
6	杀人者的记忆法	Young-Ha Kim (金英夏)	Munhakdongne (文学村)	小说
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