

2020.01+02

vol. **19**

K-Book Trends

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



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TOPIC

2020 Publication Trends in Korea

Written by Park Chan-Soo (President of Research Institute for Book Cultural Content/ Adjunct professor at Semyung University)



Korea has fully entered a low-fertility and aging society. The number of students is rapidly decreasing, and for domestic colleges, some of the majors have been taken off the curriculum or were integrated due to a lack of applicants for 2020. This trend

gives birth to new keywords for the generation such as “Millennial Generation”, “Active Senior Generation” or “Senior Generation” in our society, while on the social sensitivity side, keywords from other perspectives that were not highlighted in the society such as feminism, fairness, fragmentation, double-sidedness, and growth are emerging.

Trend Korea 2020 is an annually published book series which launched in 2009 with *Trend Korea 2010*. The series consists of analysis and predictions about Korean consumption trends. The book suggests intelligent solutions for the crises we face today, and the anxiety and challenges of the future by interpreting the rapid changes in our society.

According to the book, which is published in October every year and is intensively sold until March of the following year, the decrease in Korea's population is expected to have a significant effect on the national economic stimulus in the future. The tough employment market for young adults leads to the contraction of economic activities, which in turn leads to the avoidance of marriage and childbirth later in life; this is changing the household spending propensity. The government's budget policy that focuses on healthcare and welfare is planning to provide customized support for the vulnerable population. The tech industry is expected to put greater emphasis on the reinforcement of “Digitalized Ecosystems” that connect human beings with technology by innovating for a platform-based business model.

Also, in the culture industry, the line between public broadcasting

and cable channels is blurring, and the steady emergence of new media platforms are attracting consumers. Such transforming speed of the media environment is almost too fast to catch up. Lifestyles, where individuals enjoy their leisure life, are being diversified and globalized. Yet, the change in the domestic publication trend that relies on paper books is taking place at the slowest pace compared to other industries.

Millennial Generation

It is necessary to understand the readers to interpret Korea's publication trends in 2020. The current reader base is the “Millennial Generation (people born between the early 1980s and 2000s)” that emerged since 2019. The millennial generation is familiar with digital media, build and end relationships depending on their needs; their understanding and approach towards publishing content are also different.

Web contents and Youtube-sellers

Young people familiar with media will enjoy and represent the changing times with their sensibilities. “Reading and writing in the digital era” will transform and expand in various forms of the content market based on web novels, webtoons, and web dramas, further spreading online. In particular, the so-called “Youtube-seller” standing at the center of changes in media will continue its growth.



Youtube "MK TV"

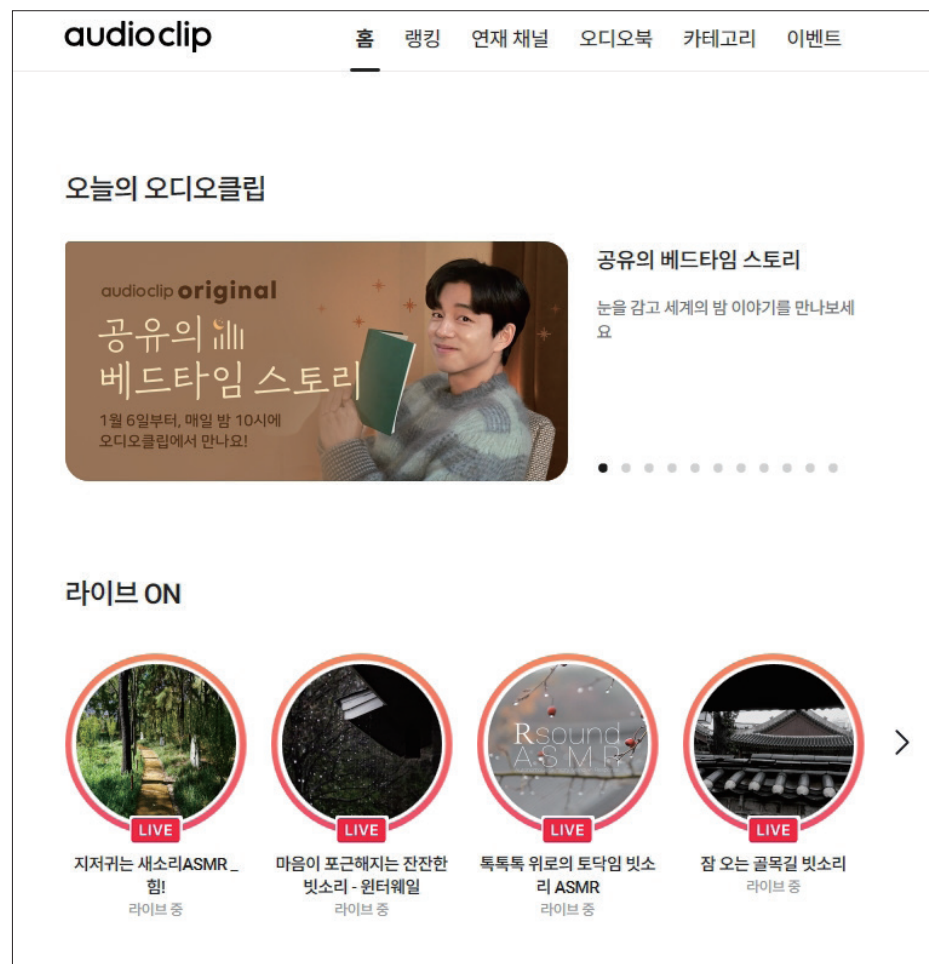


Books introduced on Youtube and became bestsellers
From left *Atomic Habits* (Business Books), *How Philosophy Becomes a Weapon of Life* (Dasan Chodang), *Young Rich on Youtube* (Dasan Chodang)

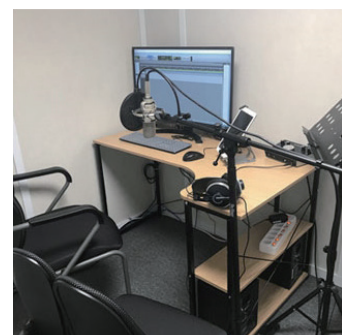
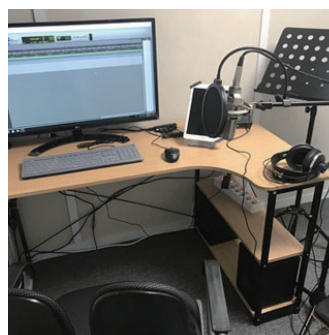
Audiobook

The media that has been the greatest issue in publishing content diversification is “audiobooks.” The Publication Industry Promotion Agency of Korea (KPIPA) allocated approximately 1.5 billion won of their budget to support audiobooks in 2020; to be specific, the

organization established an audiobook support center to provide publishers with a space to record and edit and is also supporting audiobook facilities for private organizations.



Naver Audioclip Website



Studio at Audiobook Center at the Publication Industry Promotion Agency of Korea

Public Lending Rights

Another trend that has been an issue recently with the growth of such digital media is “public lending rights.” “Lending rights”, emerged with the notion of IP protection means that royalties for books lent by public libraries as a public service need to be provided. This issue requires a review of the protection of the rights of creators and has the task of securing finance.

Subscription Economy

In the same context with global trends, discourse on the “subscription economy” seems to continue in the Korean publishing industry. Competition is getting tougher as companies such as Netflix, Amazon, and Disney are aggressively providing services through the Internet and digital platforms, while Millie, RIDI Books, and Yes 24 are launching a monthly subscription plan for unlimited access to their service. This is due to the changing consumption pattern of readers, which the publishing industry that is relying on paper books find it difficult to adapt to.

Unique Bookstore

Last is the increase in “unique bookstores.” Since the implementation of the fixed book pricing scheme, bookstores that have been operating for a long time in the region are reborn with remodeling, and new bookstores with a great love for books

are emerging that sell books in a certain genre in a tiny space. Their numbers grew from 300 in 2017 to 344 in 2019. Based on the cooperation with stakeholders in regional bookstores, these bookstores sometimes run promotions, negotiating with publishers about books that are only sold in a specific place.



A science bookstore "Galdar" opened by science experts



A picture book bookstore "Frederic Books" run by publisher BookGoodCome

If the existing publication trend in Korea was mainly large publishers leading the market, in 2020, the reader base will be created by authors' fandom, and the trend for genres will also center around readers. Also, contents such as science fiction, sub-culture, and web novels that go beyond the scope of pure literature will further expand. On top of this, science-related books are gaining strength as scientists expand their range of activity.

The fixed book pricing scheme will remain, and books supplied to libraries will increase. Unique bookstores with regional characteristics that carry the banner of localism will continue to expand. Reading clubs are increasing nationwide, and reading culture is also active. This could have been influenced by Social Media but is also an indicator that a steady number of readers are willing to obtain in-depth knowledge and information on the top of light knowledge.

The analysis of these trends shows that Korea's publication trend in 2020 is highly likely to become an issue in terms of institutions, rather than interests in individual books.

SPECIAL PROJECT

Writer of the Year Award

The first fruits of the rookie authors of this year

Written by Choi Ha-Yeong



If overseas publishers have one yardstick that they choose to adopt when they encounter Korean authors and works, it is whether the work received a literary award in Korea. Winning a literary award in Korea does not guarantee success in the international market, but it can be a reference that the work's value and popularity

among readers are recognized. Therefore, whether a work has won a literary award in Korea has become a criterion for overseas publication companies for assessment.

There are many literary awards in Korea. Each of the awards has different characteristics and standards for awardees depending on the aim and host of the award. Special Project of the webzine *K-Book Trends* introduces each of the unique literary awards in Korea. This part answers questions from overseas readers about the “K-Book Award”, by providing information on the authority, characteristics, and awarded works and authors of each literary award.

The first Korean literary award is “Writer of the Year Award.” This award has been presented by Minumsa, one of the major publishers in Korea since 1977. Created to break free from the modernity of Korean literature, the award began its history with the launch of *Literature of the World*. With the first-ever awardees Han Su-San, Lee Mun-Yeol, and Jeong Mi-Kyeong, the award has been associated with the birth of master authors in Korea. Also, with its authority recognized in the Korean literary world, it has been modifying its operational style across the generations, mulling over selections of works by representative authors of the time.

“Writer of the Year Award” chooses from works published between October of the previous year and September of the current year, rather than opening for work submissions. Also, to provide a level playing field for young authors, qualified works for evaluation are limited to the first solo book of rookie writers (only Korean novels

such as long novels and novel collections). Evaluation is composed of two stages: first, a survey by publishers and readers, and second, a final screening of experts from each field. Awarded works are announced in November, and are introduced on *Littor*, a bi-monthly literary magazine of Minumsa. Also, a medal and support fund of 20 million won are granted to the awardees.

In 2019, the qualification for the award was narrowed to the first novel book of rookie writers. The intention is to give a warm round of applause to the first accomplishment of young authors that are capable of guaranteeing the artistic values of Korean literature. The first awarded works in 2019 were *If We Cannot Move at the Speed of Light* by Kim Cho-Yeop, and *Juliana's Tokyo* by Han Jeong-Hyeon; the judges agreed to choose works that ruminate on the meaning of “today”, with “generation” and “challenge” as keywords. The organizing committee of “Writer of the Year Award” stated that they hope the award can be a warm encouragement for young writers and a humble guide for readers.

* Website of the “Writer of the Year Award” : <http://minumsa.minumsa.com/award>

“Writer of the Year Award” has been a meaningful indicator in the Korean literary world, ceaselessly transforming with time. We introduce to you the awarded works of the past 5 years below.

**The 43rd award, 2019 – Kim Cho-Yeop, Han Jeong-Hyeon
(Cowinners)**

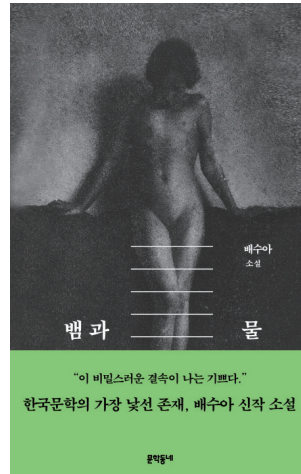


If We Cannot Move at the Speed of Light (Hubble), *Juliana's Tokyo* (Swimming Kul)

With her book *If We Cannot Move at the Speed of Light*, Kim Cho-Yeop depicts the world of imagination with a unique atmosphere. You can find seven stories that make us look back on our lives in her first short story collection that has been endlessly explores the boundary between normal and abnormal, success and failure, and mainstream and non-mainstream.

With her short novel 'Language of Adolf and Albert' winning the annual spring literary contest of Donga Ilbo in 2015, Han Jeong-Hyeon began her career as a writer. Her award winning work *Juliana's Tokyo* has its background in a club that had been popular among young Japanese women between 1991 and 1994. This novel talks about the life of single mothers and prostitutes, and aspects of sexual minorities and hatred while describing the female laborers in the 1970s and 80s.

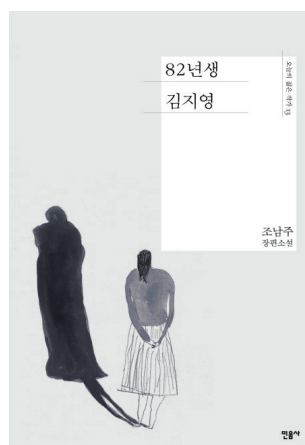
The 42nd award, 2018 – Bae Soo-Ah



Snake and Water (Munhakdongne)

The ninth short story collection *Snake and Water* of Bae Soo-Ah, who has been steadily building a fan base with her works, presents a captivating unfamiliarity through an imaginative world unlike any other. Readers discover different landscapes that are like “a dream inside a dream” where you can endlessly escape from fixed time and space with stories that are far from purity and innocence.

The 41st award, 2017 – Cho Nam-Joo



Kim Ji Young, Born in 1982 (Minumsa)

Kim Ji Young, Born in 1982 by Cho Nam-Joo has been a hugely popular work in Korea with the story being adapted into a movie as well. One element of the novel is a confession based on the memory of a woman named Kim Ji-Young born in 1982. Another element of the novel is the various kinds of statistics and articles that back her confession. It has been acclaimed by readers because it perfectly captures the general daily lives of Korean women in their 30s.

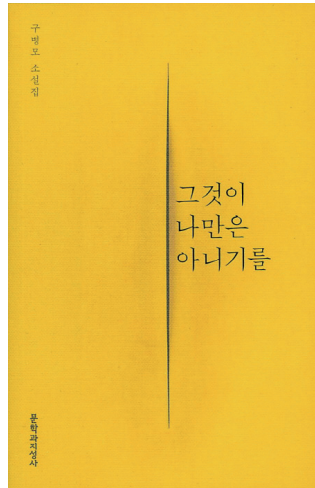
The 40th award, 2016 – Jang Gang-Myeong



The Comments Army (EunHaengNaMu)

The sixth long novel of Jang Gang-Myeong, *The Comments Army* was also awarded the third Jeju 4.3 Peace Literary Award. The motif of the novel is the illegal election intervention by the National Intelligence Service Korea. The book talks about the story of the organization that approached progressive online websites in the presidential election in 2012 and left abusive comments to manipulate public opinion and damage the influence those websites.

The 39th award, 2015 – Koo Byung-Mo



I Hope It's Not Just Me (Moonji Publishing)

I Hope It's Not Just Me is the second short story collection by Koo Byung-Mo. The book tells a story about the before and after of the misfortunes Korea had to go through, and the thinking process as a whole. Rather than giving a lesson to help each other or scold wrongdoings, the book vividly depicts people of today who habitually shift responsibility, turn a blind eye, neglect, and self-justify with its eight stories.

EXPORT CASE

2019 Korean Novels that fascinated foreign readers

Written by Hwang Jin-Ah



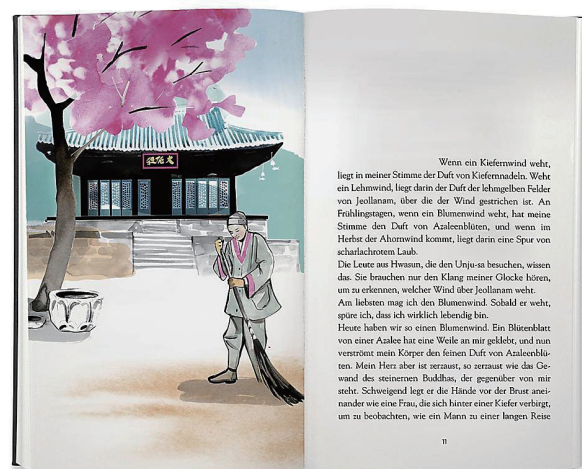
What Korean novels were a hot topic in the overseas publication market last year? Here we introduce the Korean novels that lit up the overseas publication market in 2019, from steady sellers beloved by foreign readers to works of newly emerging writers.



I'm Waiting For You>, The Prophet of Mundanity

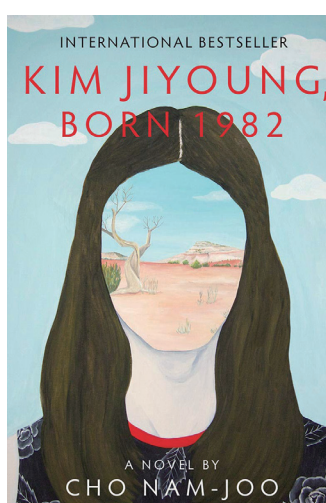
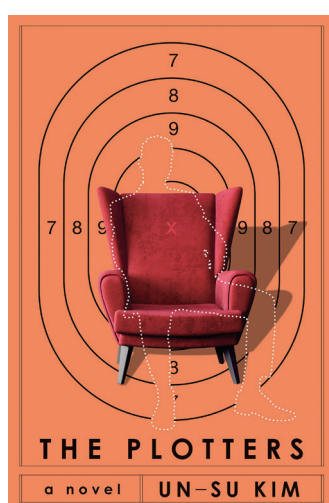
Three English-translated novels of writer Kim Bo-Young, one of the representative SF writers in Korea were sold to Harper Collins Publishers last June, the biggest publication group in the US. The three books were: *I'm Waiting For You* (Miracle Books), a story about the fond love of a couple with contradicting time and space, *The Prophet of Mundanity* (Arzak), a story of a prophet and his disciple, and a sequel to *I'm Waiting For You* which is also set for publication in Korea. They will be published during the first half of 2021.

Making her debut in 2004, the increasingly popular writer Kim Bo-Young published a short novel *The Mythology of Evolution*, which was published in the Future Affairs Administration (FAA), the biggest online novel platform in China in 2019 and hit an average of 400 thousand views. Also, *How Alike Are We*, a story about an artificial intelligence uprising to take over human bodies, was translated and published in an international SF webzine *Clarkesworld Magazine* in October 2019.



Liebende, German version

Liebende (Yolimwon) by poet Jeong Ho-Seung was published in Germany last March. The first edition of the book was unprecedentedly arranged to be printed in 100 thousand copies in Germany, which is second-largest to *Please Look After Mom* (Changbi) by Shin Kyung-Sook. The book *Lienbende*, a story of a fish that takes on a journey in search of true love, is receiving favorable reviews from German readers, too.



The Plotters English version (left),
Kim Ji Young, Born in 1982 English version, Chinese version (right)

Some works are steadily expanding their reach in the overseas publication market. *The Plotters* (Munhakdongne) by writer Kim Un-Su was translated and published in the UK and France, and last January, it was published in the US as well. The book that describes the world of plotters that took advantage of power and wealth backed by an assassin was praised as follows: “It will also keep readers delightfully off-balance (*Washington Post*)” and “The best winter thriller (*The New York Times*).”

Since its publication in 2016, *Kim Ji Young, Born in 1982* (Minumsa) by Cho Nam-Joo has been a craze with its publication rights sold to 18 countries including France, the UK, Spain, and Taiwan; after entering the Chinese market last September, it soon became the best seller in Dangdang, the biggest online bookstore in China. Chinese readers acclaimed that “almost all women in East Asia will find herself inside the character Kim Ji Young.”



I Decided To Live As Me, Japanese version

One book also hit the jackpot with the Korean Wave trending in the world. The essay *I Decided To Live As Me* (Maumsup) by Kim

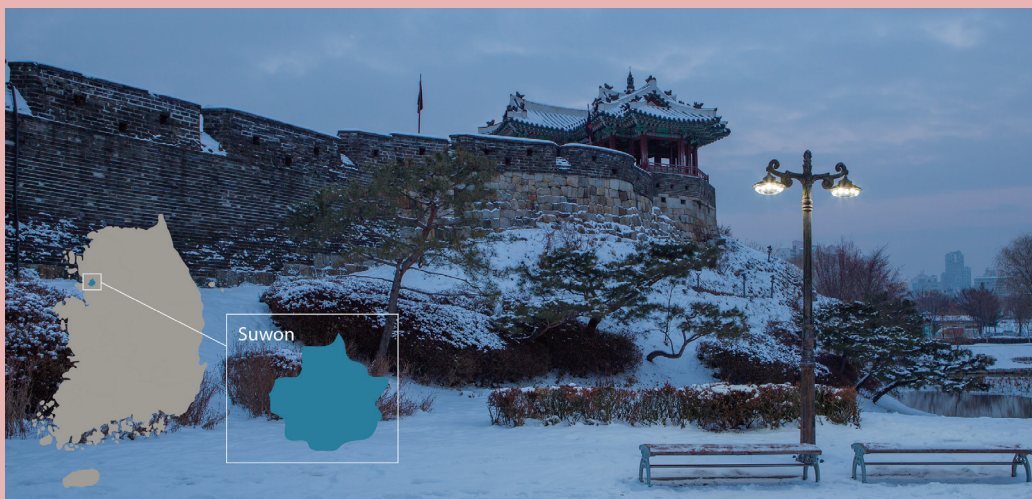
Soo-Hyun became a hot issue after BTS Jungkook was found to be reading it; after ranking first in Amazon Best Sellers in Essays in Japan, it hit 150 thousand sales with its fourth edition published.

BOOK TRIP

Suwon Independent Bookstores

Gathering people and creating a stories

Written by Ji-hye Gwon



Suwon was the first new town planned in the world (King Jeongjo, the 22nd king of Chosun Dynasty) and Hwaseong Fortress, located in the center of the city, is a gem of fortress culture. Designated as a World Cultural Heritage in 1977, Suwon Hwaseong Fortress

was highly praised for its artistic values. A street full of abundant culture and history with modern senses surrounds the Fortress. And there is an independent bookstore on the street where you can experience the atmosphere and people of the neighborhood, and the culture and values of the region. We introduce you to, “Magnet & Gravity” and “Broccoli_Soop”, two of the flagship independent bookstores of Suwon.

Magnet & Gravity

A 201, 49, Segwon-ro 316 beon-gil, Gwonseon-gu, Suwon-si, Gyeonggi-do.

H Monday-Saturday, 11am-7pm

T 82-10-4479-0718

W Instagram : @magandgra



The independent bookstore “Magnet & Gravity”, run by siblings So-Young and Yoo-Jin, is located on the second floor of an apartment in Gwonseon-gu, Suwon. The sunlight shining through four wide windows illuminates the selection of books and attracts readers like a magnet and gravity, just as the name describes. The siblings, So-Young, a keen expert in science and art, and Yoo-Jin, a photography-majored florist, are also writers and wrote a book together. As skilled book people with different styles, they run “Culture Salons” and have reading clubs, providing a space for writers and readers to gather. The bookkeeper, as a good mother with a child, recommends a fine book for children and parents visiting the bookstore. She sits for consultations with a calm and quiet voice and also recommends best-suited books to schools, organizations, and companies. Drinks are not sold in a menu separately, but when a visitor pays an hourly fee of 5,000 won, the bookkeeper provides a cup of “tea of the day” while reading the book he or she has bought.





Books So-Young and Yoo-Jin wrote together and some separately.
Late last year, So-Young published her first book *Masterpiece in the Lab* as a recover edition.
She also published a mook (magazine book) titled *Artcollective Sogyeok* that takes a deep look at one artist together with her 8 acquaintances.

From top left, clockwise:

My First Flower Decoration, Lee Yoo-Jin, Happy Dream Pub.

My First Christmas Decoration from A to Z, Lee Yoo-Jin, Happy Dream Pub.

Happy Playground for Moms, Lee So-Young, Omybook.

How Do Artists Draw, Lee So-Young, Mojosa.

Masterpiece in the Lab, Lee So-Young, Mojosa.

The 1st Artcollective Sogyeok, Editorial Office in Artcollective, Artcollective Sogyeok.

Q&A with the bookkeeper

1. What is the concept of the bookstore?
2. What is the reaction of the visitors?
3. How to fully enjoy the bookstore
4. Which book would you recommend to overseas readers?
5. What is the must-go tourist spot in Suwon?

1.

This bookstore is a place where books stay for a moment before leaving, just like a bus terminal or a train station. Books with different fields and topics have a brief encounter, and books with the same topic stack their stories in various styles. Books show the world today in their own unique way. So I try to spread out the new books of various fields thoroughly in the bookstore.

2.

Beautiful. Precious. Envy. Want-to-have. Good books.

3.

I suggest to visitors to come twice or more rather than just a single visit. It is because I believe that the books there are filled with visitors. It is very analog-style, but I think each and every one of the visitor's preferences and interests slowly permeates into the bookstore.

4.

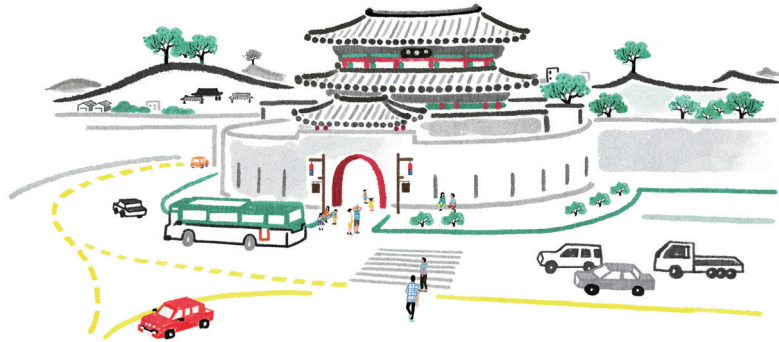
I want to recommend works of picture book writers that describe the bathhouse culture in Korea. *The Bath Fairy* by Baek Hui-Na, and *Octopus Bathhouse* by Choi Min-Ji are books that are receiving steady love from children. The elements of humor, imagination, and impression blend with each other harmoniously. Also, *Scrub* by Ji-Woo is a book with a very good sense of humor using the sense of touch that only paper books offer.



From top left, clockwise:
The Bath Fairy, Baek Hui-Na, Bear Books.
Octopus Bathhouse, Choi Min-Ji, Noran Sangsang.
Scrub, Ji-Woo, Dalgeurim.

5.

Hwaseong Fortress is a flagship cultural heritage of Suwon. I especially recommend you to take a walk around it. Spare about 2 hours, looking around slowly, and then you will be able to meet the life of Suwon residents in and outside of the wall. You will be able to feel the “true beauty” of Hwaseong Fortress as you look down to a rooftop or an opened gate of a house, elderly men playing go with a handy fan in their hand on the street, and walk next to a group of students going home after school.



Broccoli_Soop

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W blog.naver.com/broccoli_soop



There is a little forest at the entrance of an alley in Haenggung-dong, Suwon. It is Broccoli_Soop (soop means forest), an alley bookstore. A small signboard marks the location for visitors. This bookstore, located in an alley which is also the birthplace of artist Na Hye-Sok, the first woman artist in Korea, was set up by two people that once worked in the fashion industry. This background has contributed to a unique atmosphere in parts of the bookstore. Books shelved in between miniature items, such as artworks, are a charming point for visitors. Dotted around the store, little stickers in the form of manuscript paper written and curated by the bookkeeper offer customers good advice.

Hand drip coffee and tea are sold in the bar-style counter/kitchen in the center of the bookstore. The mood in the bookstore is cozy as if a little flavor of the alley was brought inside. It is a friendly space where the picture book writer living in the neighborhood drops by and has a little chat with the bookkeeper. Book concerts and lectures are often held in the bookstore. It serves as a sarangbang (guest room) of the neighborhood, carrying out collaborations with the regional culture and art. Books written by writers in Suwon can be easily found; the hand-written letter saying “It is a pleasure to be introducing my book” draws attention. One pencil with the name of the bookstore carved on it is given as a gift when purchasing books for more than 10,000 won.



Q&A with the bookkeeper

1. What is the concept of the bookstore?
2. What is the reaction of the visitors?
3. How to fully enjoy the bookstore
4. Which book would you recommend to overseas readers?
5. What is the must-go tourist spot in Suwon?

1.

I tend not to be leaning to a single genre such as general novels, poetry, travel books, and picture books, and not to mention independent books. It is because I want to make this place a friendly bookstore in the neighborhood for everyone. I hope it can be a friendly and warm space in which various visitors coming to Haenggung-dong can find it easy going to a bookstore.

2.

There is a good variety of curated books. Amazing. Warm. Cute.

It is an attractive place with imagination and dreams from independent books and picture books.

3.

There is a good variety of curated books. Amazing. Warm. Cute. It is an attractive place with imagination and dreams from independent books and picture books.

4.

I recommend picture books *Fox Hat* and *The Second Wing Boutique* by Kim Seung-Yeon.



Fox Hat, Kim Seung-Yeon, Logpress (left)
The Second Wing Boutique, Kim Seung-Yeon, Textcontext (right)

5.

Haenggung-dong is located inside Suwon Hwaseong Fortress, a world cultural heritage. It is good to walk along the wall, but I truly recommend you to see the red sunset which is particularly mesmerizing with Hwaseomun Gate in the background.

KOREAN PUBLISHERS

Creating a window into the future with books

Organized by Choi Hyo-Joon

There is a publisher that makes issue-driving books every October. It is Miraebok, with its series *Trend Korea* that predicts the next year trend in Korea based on the analysis of trends in the published year. Let's take a look at Miraebok that plays a role as the window into the future, just as its name implies, and its publications.



Please introduce Miraebook to the webzine readers.

Established in 2000, Miraebook has been publishing books in various fields such as liberal arts, history, self-development, and essay, with its flagship books in economics and business administration. The name reflects the meaning that “a book is a window into the future.” The *Trend Korea* series has been steadily loved by readers as the representative work of us, being a bestseller every year since its first release in 2009. It is chosen as the best trend analysis that precisely predicts the major flow of our time.

What is the greatest value Miraebook pursues when it comes to book publication?

It is not to lose the basics and nature of the medium as a book. Amidst the rapidly changing environment of the publishing market, we try to preserve the fundamental value which a paper book gives to people. We work to protect the true province of books as a means of delivering people's ideas. We mull over content that our readers may find interesting, and put effort into improving the quality of texts and designs in the course of turning them into a book.

What is the secret of Miraebook to interact and take a step closer to readers?

Miraebook succeeded with the *Trend Korea* series, but we are publishing various books in fields of liberal arts, humanities,

history, psychology, and traveling, for people who want to better know and interact with the world we live in. And we are trying to create content that can satisfy the interests of readers a half a step ahead, rather than promoting books that just follow the trend of the time. We try to be interested in and have curiosity about the future, but in a way that is not far off the ideas of the readers. For this, we are running various Social Media channels online, and also actively carry out book-talk events for more than 30 times offline – we have a community for readers as well.

Trend Korea 2020 was chosen as the bestseller in economics and business administration. Could you please introduce the book and briefly touch upon the trending keyword that will lead Korea in 2020?



The *Trend Korea* series published by the Seoul National University Consumption Trends Analysis Center led by professor Kim Nan-Do reviews the trends that have been prominent in the society during

the year, and looks ahead to the trends that will lead the new year. *Trend Korea 2020* published last year chose three important pillars of consumption trends in 2020 to be “fragmentation”, “double-sidedness”, and “growth.” This means that it is important to discover the hidden desires by closely dividing consumers to seek a new breakthrough in an ever-challenging market.

One of the top 10 trending keywords in 2020 suggested by the book that most vividly shows the above characteristic is “multi-persona.” Multi-persona refers to the multiple identities of modern people that change their way of living depending on situations. Modern people have different identities during and after work, not to mention in the online and offline worlds, and on Instagram and Twitter. Therefore, survival in the market will be determined by a thorough analysis and sophisticated targeting of identities the individuals have. Multi-persona is also a keyword that encompasses the 9 other trend keywords.

While *Trend Korea* is a bestseller, it is also a steady seller that has been published for more than 10 years as a series. Its first release was in 2009. So, what was the motivation for the series, and were you thinking about an annual publication of the series from the beginning? Please tell us how *Trend Korea* was born.

The fame of the *Trend Korea* series was not built in a day. *Trend Korea* began as a feature on a daily paper, which then began to be prepared as a book. A unique format and contents that

create keywords motivated by animals from the Chinese zodiac and changes in our society toward advanced consumption all contributed to *Trend Korea* of today. And as the book covered trends through its format and contents, it naturally became an annual publication. Above all, ceaseless research for materials, big data analysis, and collective intelligence built through fierce debates by authors all give the series a significant meaning.

What makes the *Trend Korea* series receive such a huge love and attention from readers?

First of all, steadiness. The fact that a book that highlights the Korean society with the hottest trends every October gave readers trust. Also, we believe that the year-round research, discovering hundreds of trends, big data verification, and book publication all being done in a scientific and systematic process is something our readers find accountability in. Above all, diverse keywords announced by *Trend Korea* including “*gaseongbi* (cost-effectiveness)”, “*sohwakhaeng* (small but certain happiness)”, and “*worabell* (work-and-life balance)” clearly describe people’s lives today that the series receives empathy and love from people.

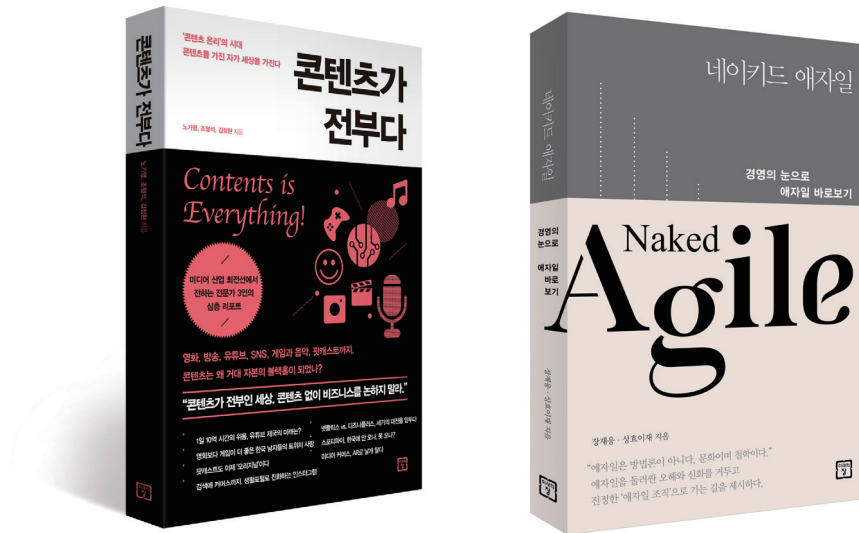
Would you recommend a book that is like a pearl covered with dirt,
which you would want more readers to discover?



One book we would like to introduce is *Fall into Complexity* (2019) written by professor Ji Yong-Gu at Yonsei University. It describes the cause for multiple problems that our society is facing with the notion of “complexity”; it is highly relatable as the author unfolds the story based on various cases that he experienced in companies, schools, and society.

Another book is *Walking in the Humanities of Northern Europe* (2019) written by Hong Min-Jeong. It is a book on humanities with stories the author met while traveling five Northern European countries with her family when she was living in Sweden. This book is meaningful in that not only the book appreciates the view of old cities or beautiful natural landscape skin-deep but also shows the true characteristics of Northern Europe and the residents’ way of living that people need to know.

Could you recommend some books that you wish to introduce in the overseas publishing market?



We recommend you two books. The first one is *Contents is Everything* (2020) written by No Ga-Yeong, Jo Hyeong-Seok, and Kim Jeong-Hyeon. It is not an exaggeration to say that contents are the key to today's market. The impressive thing about this book is that the author provides various insights by analyzing the flow in which the media ecosystem, once led by platforms, is being reshaped centering around contents.

Another book we would like to recommend is *Naked Agile* (2019) written by Jang Jae-Ung and Sanghyo I-Jae with the topic of “agile” which is a hot issue in the business sector. It is refreshing that the book describes “agile” as a new organizational culture, rather than one of the business administration methodologies. It is also a strength of this book that it delivers core must-know information and resolves all kinds of doubts and misunderstandings surrounding “agile” in an easy way.

What is the goal Miraebok pursues, and what is your future plan?

Miraebok is a publisher that remains firm in securing the first place in the fields of business strategy and innovation. Furthermore, we are continuously publishing meaningful books in future predictions and trends as well. Miraebok always plans and contemplates contents that can most honestly show our future, while not losing the most fundamental value as a book. Therefore, we aim to diversify the forms and materials of contents that cover the basics of the human mind such as humanities, history, philosophy, and psychology, adding to business and economics.

KOREAN AUTHORS

Kim Cho-Yeop

Boundless imagination that soothes one's solitude

Arranged by Hwang Jin-Ah



Curious title, warm and dreamy pastel-colored cover, and the future embedded inside. The short story collection *If We Cannot Move at the Speed of Light* (Hubble) by Kim Cho-Yeop has been a sensation since its publication. The author's compassionate science

fiction stories are based on understanding and empathy towards others.

Please briefly introduce yourself to the readers of *K-Book Trends*

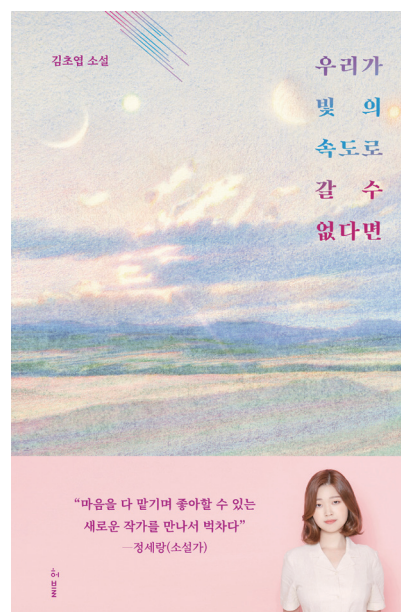
Hello, I am Kim Cho-Yeop, the writer of the first short story collection *If We Cannot Move at the Speed of Light* published last year. Having majored in Chemistry, I am writing science fiction stories. It is my pleasure to be meeting readers through *K-Book Trends*. I hope you can all enjoy encountering new and fine works in 2020 too.

Your work *If We Cannot Move at the Speed of Light* has been passionately embraced by readers since its publication last year. What do you think the reason is?

I believe that everyone has an earnest desire to imagine another world. My book *If We Cannot Move at the Speed of Light* is a short story novel collection that depicts another world. The stories adventure through the universe, Deep Ocean, utopia, and dystopia, stimulating the imagination inside people's hearts. Also, I think my work has a relatively low entry barrier for an SF story. I enjoy adding scientific details into my novel, but I try to write a novel that anyone, even those that do not love science, can find interesting.

Science fiction is not a popular genre in Korea. I wonder what the motivation and process were for you to decide to start writing in that genre.

I liked writing since I was young, and I also wrote a non-fiction story on science when I was majoring in science. But I thought that a novel was something for a few talented writers. Then after graduating from college, I came across a line in a book about writing techniques for novels that “novel writing does not require a special talent but is trainable.” I began writing rough drafts around then, and an SF contest was opened in my college. I submitted my work there to win the cash prize, but this became the momentum for writing SF stories.



If We Cannot Move at the Speed of Light

Is there a writer or a work that particularly influenced you?

I was mainly influenced by Korean SF writers. The works of Kim Bo-Young and Jeong So-Yeon effectively combine science fiction and the stories of the marginalized. Ever since I began my career as a writer, I looked for works of foreign female SF writers; I was particularly impressed by the works of Octavia E. Butler.

Interesting and creative ideas can be frequently found in your stories. For example, in the story *Book Missing Inside Library*, a mind-uploading technology that saves the data of the dead becomes possible, and in another story *Universal Nature of an Emotion*, people trade substances that provoke feelings. Also, in *Spectrum*, aliens look after humans that have a longer life span. How do you mainly come up with these ideas?

I try to read many science books and articles. I got the idea of mind-uploading technology in the story *Book Missing Inside Library* from a science magazine I was subscribing to which published a feature on it. As I found it interesting, I got to connect the idea with a phenomenon that I made a note of where “books go missing inside a library.” Also, I got the idea of aliens in *Spectrum* from the story of people with “supervisions” that I read from a book. This skill is also called tetrachromacy, where people have an extra type of cone cells that recognize more colors than ordinary people and see more various colors.

Is there anything you expect from the readers of your works?

First of all, I hope they can enjoy my novels. I believe that science fiction can well deliver the fun of strolling and adventuring in other worlds and the excitement of meeting and exploring other beings. To go an extra step, I hope that the empathy and understanding of various beings shown in science fiction leads to the understanding of other people in real life as well.

Is there a common topic or value that applies to all the stories?

It is difficult to define it, but I think it is “understanding others.” Science fiction is a good genre to be in another’s shoes. Humans that went to space and humans that were left alone on an alien planet experience isolation and solitude that can be easily neglected in real life. So with the fictional experience, I want to expand the scope of social imagination and empathy.

Please leave a message for readers and your future work plan.

I am planning to announce several short and long stories. I am plotting a story in which people get to live a life in a sort of an overlapped reality and virtual reality after society and humanity are “reset” in the near future. I want to write stories that are fun and easy, but also that can influence readers’ minds. Please look forward to it.

Publishing Industry

Current status of each field in the Korean publishing market

1. Literature publication

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



Interesting stories from the past will always attract people's minds; literature was the beginning and the flower of publication in every country. The poems, novels, essays, and plays written in Korean by Korean authors that sublimate their identity, emotions, and critical minds are an irreplaceable pillar of Korean

culture. In particular, while undergoing turbulent modern history including the Japanese colonization, the Korean War, military dictatorship, industrialization, democratization, globalization, and informatization, Koreans would reflect the wounds in gemlike poems, novels, and essays, and share them in the form of a book. While not neglecting the pains of the time and standing against unjust authority, literature also played a role as an encourager that gave courage and hope to readers. Korean publication is also a resemblance of literature; it has been a medium in which readers can ask and contemplate about human beings and society, rather than being engulfed in excessive commercialism and entertainment.

According to the Korean Publishers Association (KPA), a total of 13,346 new literary books were published in Korea in 2018. Among the 63,476 total number of prints, literature ranked the first in terms of per-field share, followed by social science (11,881), children's books (7,289), and technology (7,193). Circulation of new literary books in 2018 hit approximately 14.26 million (14,259,651). Publication of literary books is continuing an uptrend; 8,718 books were recorded in 2009, 10,671 in 2014, 12,904 in 2017, and 13,346 in 2018. For each type of literature published in 2018, novels were 4,750, poems 2,193, essays 999, and plays 40. Poems, novels, and essays demonstrate that their productivity remains robust as the three main popular literary genres. Yet, the circulation per literary book was 1,068 as of 2018, which is failing to turn the persisted decline.

Foreign literary books translated and published in 2018 were 2,756 in total. Translated books among the newly published literary books account for about 21%. Korean literature was about 9,533, followed by Japanese literature (1,211), Britain and the US literature (837), French literature (188), and German literature (147), in which foreign literary works were also published in a comparable size. Foreign literature is highly popular in Korea. Japanese writers Higashino Keigo and Murakami Haruki, and French writers Bernard Werber and Guillaume Musso are the best examples. Their books, including both new and old, are steady sellers in the market, living up to their names.

According to a summary of the publishing industry survey and per-field share in Kyobo Bookstore by the Publication Industry Promotion Agency of Korea (KPIPA), the size of the literature publishing market in Korea is estimated to be worth about 150 billion won as of 2019, in which novels account for 51% and essays and poem books 49%. Based on the sales during recent years, novels have been losing share within the publishing market (8.5% in 2017, 7.9% in 2018, and 6.7% in 2019 based on Kyobo Bookstore), with essays and poem books slightly stagnating compared to the previous year (6.0% in 2017, 6.9% in 2018, and 6.4% in 2019 based on Kyobo Bookstore).

Relative stagnation of novels and uptrend of essays are due to the lack of novels that receive hot attention from readers. It is highly

symbolic that the top three best sellers in 2019 were essays written by Korean writers (Kim Young-Ha, Hyemin Sunim, and Kim Soo-Hyeon). Literature took exactly half in the list of top 30 bestsellers, with 8 essays, 1 poem book, and 6 novels. Popular essays are mainly those that are light and heartwarming, which console and encourage the exhausted lives of their readers.

The recent biggest issue among Korean novels is feminism. The leading writers of this trend are Cho Nam-Joo, a million-seller writer with her book *Kim Ji Young, Born in 1982* (Minumsa), and Jung Se-Rang of *Meet at the Balcony* (Changbi). More than 2 million copies of the book *Kim Ji Young, Born in 1982* were sold and the book was also made into a movie, which stood out to become a cultural phenomenon in Korea. The young women readers that doubt the Korean society in which the human rights of women have been relatively neglected inspired enthusiasm, saying that the story reflects their life. Also, novelist Kim Soom tenaciously covered the comfort women forcibly mobilized by the Japanese military, Kim Dong-Shik of *Gray Human Beings* (Yoda Books) that was highlighted with his fresh imagination, and also an increased number of novels that talk about homosexuality of men or women have been drawing attention from both inside and outside of the literary world in recent years.



Kim Ji Young, *Born in 1982*, *Meet at the Balcony*, *Gray Human Beings*

Meanwhile, both strong and experienced writers and rookie writers coexist in the Korean literature publishing industry. Major publishers that have been releasing novels and poem books mainly by Korean authors are Munhakdongne, Minumsa, Changbi, Hainaim, Moonji, and EunHaengnaMu. Creation & Criticism (original name of Changbi) began its history with the publication of a quarterly literary magazine titled *Creation & Criticism* (shortened to “Changbi” (chang means creation, and bi means criticism)) in 1966, which then changed its name to “Changbi” in 2003. This legendary literary magazine that was sought by college students as a must-read during the 1970s was like a shrine for “engagement literature (progressive literature).” The book *Please Look After Mom* by Shin Kyung-Sook that won the Man Asian Literary Prize, and the book *The Vegetarian* by Han Kang that won the Man Booker International Prize were published by this company, receiving great attention at both home and abroad.



Please Look After Mom, The Vegetarian

Also, Minumsa, established in 1966, reflects in its name “to resist against the injustice of the time and pay upright heed to the voice of the people”. It became the strong leader in literature publication with the successive publication of *World Poet Collection*, *Poet of the Year Series*, and *Writer of the Year Series*. Moonji Publications that began with a quarterly literary magazine in 1975 built its reputation by steadily publishing both domestic and international novels and poems that have a high literary value. Munhakdongne was a late runner and opened in 1993, but it has become an influential publisher in the literature publishing market with the greatest number of literary books published today.

Open Books, Book Plaza, Woongjin Thinkbig, and D&C Media are publishers that focus on translated novels. Open Books is famous for world literature, Russian literature, and books by Umberto Eco, and Bernard Werber, and also for its unique book designs. Book

Plaza mainly introduces genre fictions of foreign authors such as *The Irreversible Promise* by a Japanese writer Yakumaru Gaku, and *Ragdoll* by a British mystery writer Daniel Cole. Woongjin Thinkbig is a large publishing company that publishes complete collections for children; it published a translated series of *Penguin Classics*, expanding its influence in the market. Also, D&C Media translates and publishes not only comics but also Japanese light novels and Chinese martial arts novels.



The Irreversible Promise, Ragdoll

Many publishers in the market cover essays; leading publishers can be decided depending on the headline-making works they publish. The ones with good sales performance today are Wisdom House, Suo Books, Maumsup, and Sam & Parkers. The popularity of the author is critical more than anything else in terms of essay sales. In 2019, not only famous people such as novelist Kim Young-Ha, essayist Lee Ki-Joo, and actor Ha Jung-Woo but also essays written

by stars on Social Media and Youtube were popular among people. With the essay boom that rose in recent years, the publication of related books has been quite active. According to the publishing industry trend announced by KPIPA, 4,282 poems, essays, and plays published in 2014 increased significantly to 7,064 in 2018.

As the web-novel (online novel) market led by readers aged between 10s and 30s for the past decade grew rapidly, its size grew far larger than that of the paper book literature market. The openness that anyone can become a writer regardless of one's skills and the accessibility that the content can be read anywhere and anytime with a smartphone are the best strengths. Some literature publishers jumped belatedly into this market, led by portal sites and e-book platforms, but they are struggling to shift the grand trend. Time and media are changing, and new wines are put into new wineskins. Smartphones began to replace literary books. Such a phenomenon is more vividly shown in Korea with advanced ICT technologies. Not only the media but also the standard for fun and storytelling itself are changing as well. Rather than serious or grave stories, light, fanciful, and simple stories of interest that can replace killing-time activities began to substitute thought-provoking issues or big discourses in a community. The dilemma of the publishing industry that conveys literature to readers deepens with this significant shift that has brought about both opportunities and challenges.

2020 Overseas Publication Grants



***Do you want to
import Korean books,
or publish Korean books,
but it is financially
burdensome?***

***The Publication Industry
Promotion Agency of
Korea (KPIPA) is
supporting publishers
with the <2020 Overseas
Publication Grants>!***



***In 2019, 27 titles could be published
in 12 countries with our support.***

KPIPA is

waiting for overseas publishers' applications for this year.

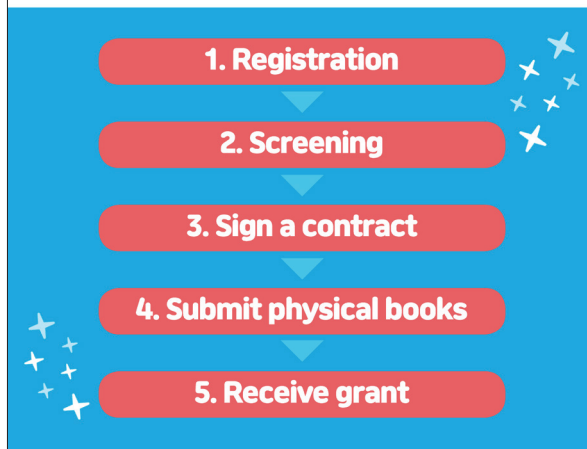
Anyone who wishes to import and publish Korean publishing content in 2020 can apply.

***More titles to be supported this year -
around 35 titles will be chosen;***

***While just as last year,
USD 2,000-3,000
will be granted per title.***



**We are open for
application *twice a year*,
and the process is as follows:**



**Please refer to the below
website for the application form
and *more information*.**

<http://k-book.or.kr>



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+82-63-210-2767

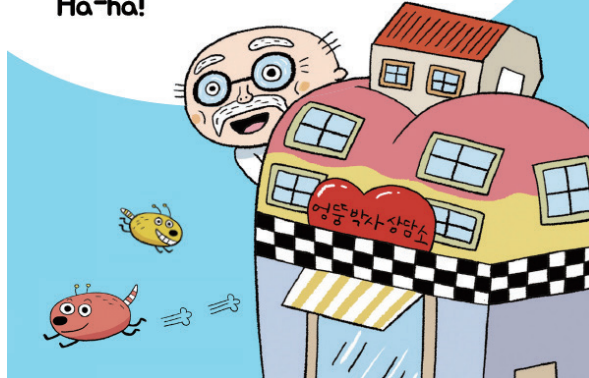
***Please feel free to contact us
if you have any questions.***

New Books

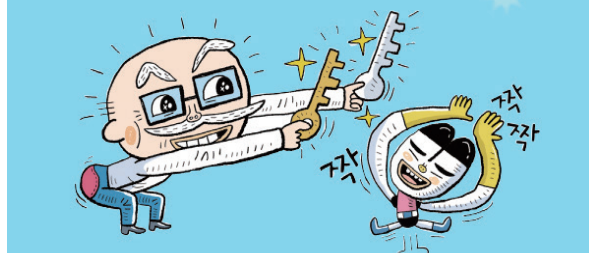
Elementary Science Q2 Please take care of the Earth



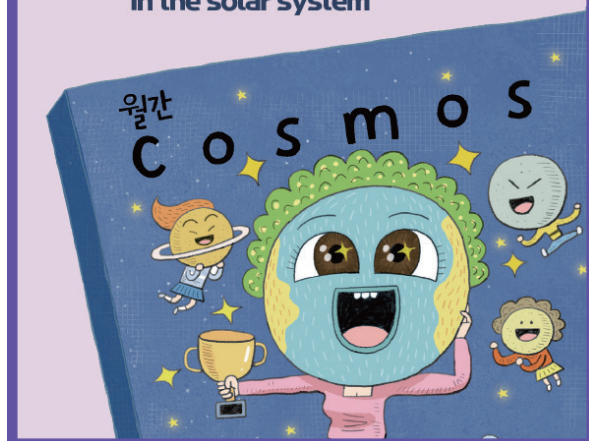
Hello, everyone! I am the **Zany Doctor**.
Thanks to my zany curiosity I could
★ **solve all the concerns with science.**
Ha-ha!



**Solve the troublesome
concerns on the Earth**
with the **Zany Doctor**.



01 Madam Earth
that wants to become the best star
in the solar system

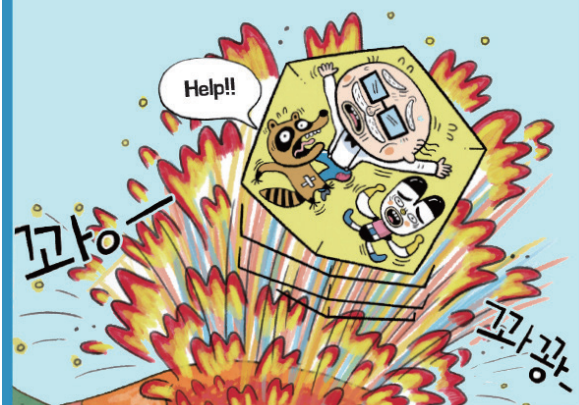


02 Sad Lady Moon

with her ever-changing face

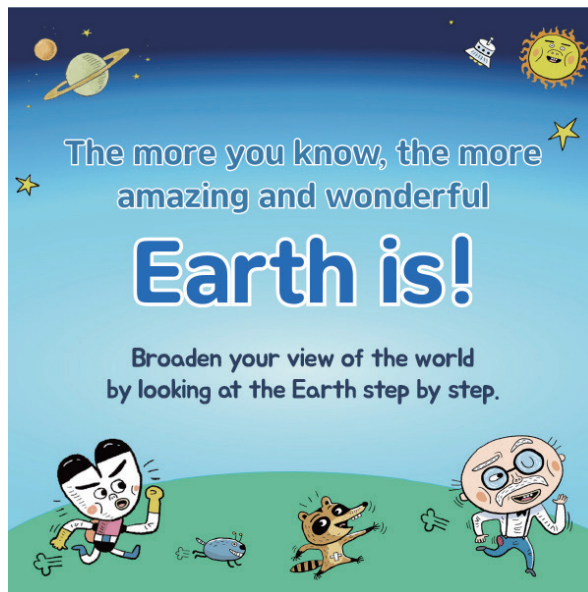


03 Java Island in trouble after the eruption of Mister Volcano



Jump into
the fun and easy
world of science

with the characters and
extraordinary concerns
of the troubleshooter
Zany Doctor!



Elementary Science Q2

Please take care of the Earth

Writing | Jeon Jeong-Ah Illustration | Lee Chang-Woo
 Publisher | Great Books Genre | Science story for children

Best Sellers

3rd Week, January 2020

Bestseller Trends in the Four Biggest Online Bookstores in Korea

Written by Choi Ha-Yeong

What were the best selling books in the first month of 2020? The top 10 best sellers in the four online bookstores are as follows: *The Intellectual Devotional* and *Broad and Shallow Knowledge for Intellectual Conversation: Zero* in liberal arts, *Eight* in self-development, *Find Your Own Happiness* in essay, and *Trend Korea 2020* in economics and business administration, which reflect the minds of readers that are preparing for a meaningful new year.

Entering winter vacation, books for children readers such as *Hunhan Nammae 3*, *Seol Min-Seok's World History Adventure 4*, and *Butt Detective 9* made their way into the list of best sellers. The three books are a series, which are proving their popularity by

becoming bestselling books whenever a new series is released.

Recently, books that represent the popularity of genre literature and webtoons were added to the list of best sellers. *Solo Leveling 2* that has been a hot issue since its series was uploaded on Kakaopage is driving popularity from readers after being published as a book. Also, the novel *Mo Dao Zu Shi, Grandmaster of Demonic Cultivation 4* by Chinese writer Muk Hyang Dong Hu joined the rank of best sellers, receiving great love from not only Chinese readers but also from Korean readers.

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

BEST SELLERS

1



Hunhan Nammae 3

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

2



Seol Min-Seok's World History Adventure 4

Author | Seol Min-Seok, Jam Story
Publisher | Dankkum I
Genre | Kids Comics

3



The Intellectual Devotional

Author | David S. Kidder, Noah D. Oppenheim
Publisher | Wisdom House
Genre | Liberal Arts

4

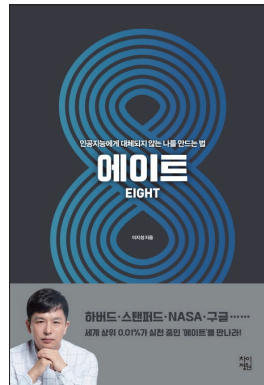


Solo Leveling 2

Author | Jang Sung-Rak (REDICE STUDIO),
Chu-gong (Original)
Publisher | D&C Media
Genre | Comics

BEST SELLERS

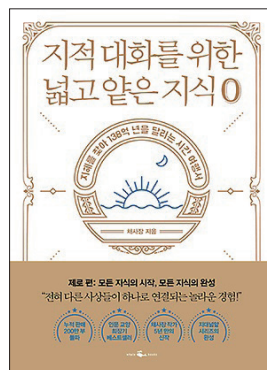
5



Eight

Author | Lee Ji-Sung
Publisher | Chai Jungwon
Genre | Self-development

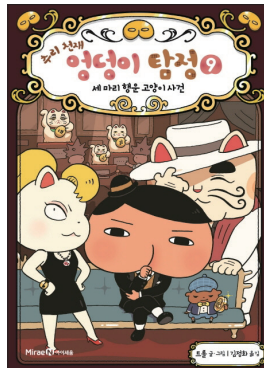
6



Broad and Shallow Knowledge for Intellectual Conversation: Zero

Author | Chae Sa-Jang
Publisher | Whalebook
Genre | Liberal Arts

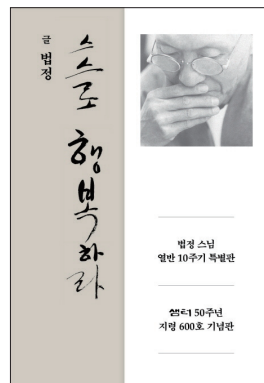
7



Butt Detective 9

Author | Troll
Publisher | i-seum
Genre | Children's Novel

8



Find Your Own Happiness

Author | Beopjeong
Publisher | Samtoh
Genre | Essay

BEST SELLERS

9



Mo Dao Zu Shi, Grandmaster of Demonic Cultivation 4; Box Edition

Author | Muk Hyang Dong Hu
Publisher | B-Lab
Genre | Novel

10



Trend Korea 2020

Author | Kim Nan-Do, the Spending Trend Analysis
Center of Seoul National University
Publisher | Miraebook
Genre | Economics & Business Administration

Book Summary

Export Prospects of Korean Books

KPIPA's Choice for Supporting Abstract · Sample Translation

The Strange but Extraordinary Cat Detective Vol. 2

1. Publication Details

Imprint | Gana Publishing Co., Ltd.
 Title | The Strange but Extraordinary Cat Detective Vol. 2
 Subtitle | Where did mom disappear to?
 Author | Ko Heejung
 Illustrator | matsssal
 Genre | Children's book
 Format | 175×235
 Binding | Hard cover
 Pages | 128pages
 ISBN | 9788957362495



2. Contact

Name | Lee Jungsoon
 Phone | +82-70-4398-2221
 Email | 94soonil@gmail.com
 URL | www.ganapub.com

3. Marketing Information

Keyword | Cat detective; mystery story for kids; realistic fiction for kids; mom; family; great detective
 Target Readership | Ages 9-12

4. About the Author and Illustrator

Author - Ko Heejung

With deep interest in things happening around the world, Author Ko Heejung enjoys writing stories which are mostly detective fiction involving characters who solve cases by using their creative imagination and reasoning. Her dream is to continue to write books that offer people joy and warmth. As a screenwriter, she wrote for the TV shows Ding Dong Dang Kindergarten; Bboongbboong-E the Fart Master; Tok! Tok! Boni Hani; BboBboBbo; Kkoma Chef; EBS DocuPrime; Capitalism and Parents. She has also released a number of book series, such as Children's Science Investigator CSI and Toto Math Playground.

Illustrator - matssssal

Illustrator Matssssal likes drawing animals and collecting toys. His works include Super Pretesque Animals and he primarily draws cute but grotesque illustrations. Instagram @matssssal

5. About the Book

A captivating character that will instantly grab your attention!

Solving the second case with the strange but extraordinary detective.

The best detective's office is always crowded with visitors with all sorts of problems. He comes back to his office one day and groans as he opens the door, twisting his mustache. His clean, neat office has turned into a complete mess! What has happened?

Mom is missing! Because mothers are always by our side, we don't know how much they mean to us.

A story about true family and love.

The two curious invaders who made a complete mess are twin brothers Han Woori and Han Doorri. Three days ago, they came home from school and realized that their mother has disappeared. They ask the detective to look for their mom while insisting they be his assistants. But the detective refuses both to take the case and having the twins as assistants. Will the twins be able to become the detective's assistants and find their mother? The second case of the strange but extraordinary detective now begins!

A Designer's Way of Thinking: Shift

1. Publication Details

Imprint | Gana Publishing Co., Ltd.
Title | A Designer's Way of Thinking: Shift
Subtitle | How to Change Perspectives as a Creator
Author | Lee Sangin
Genre | Economy/Business
Format | 135×195
Binding | Paperback
Pages | 320pages
ISBN | 9788957364444

2. Contact

Name | Lee Jungsoon
Phone | +82-70-4398-2221
Email | 94soon@gmail.com
URL | www.ganapub.com

3. Marketing Information

Keyword | Design; designer; planning; thinking; creator; creative thinking
Target Readership | Adults

4. About the Author

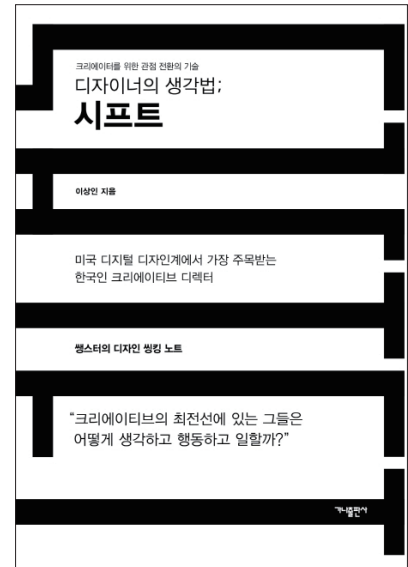
Author Lee Sangin is one of the most prominent Korean designers in the digital design scene of the U.S. He worked as the Design Director at the New York Studio of Deloitte Consulting, a global accounting consulting group, and is currently with Microsoft as the Creative Director in charge of design language in the cloud + A.I. division.

He mainly deals with digital transformation, UX/UI, and branding. First as an overseas student, then as a rookie designer in the U.S., and finally as a design director at multinational companies, he has continually written his thoughts about his career, life and viewpoint as a designer on his social media accounts—musings that have been shared over 30,000 times and read by more than 6,000 followers.

5. About the Book

Advice from the “hottest” designer to those striving to become an outstanding creator.

Design insight for all working people.



Young people these days often say that they want to have a “designer’s sense.” That “sense” is what defines the identity of their work and determines the outcome of a business.

The author is a prominent designer in New York and Seattle, cities also known as the “battlefields of creators.” He says that “design thinking” is a capability that will determine the result of any competition today. He reveals everything about his way of viewing and resolving a problem, allowing readers to steal the viewpoint and thought process of Creative Director Lee Sangin, one of the most popular designers/planners in the U.S. digital design scene.

Designers wonder about the properties of matter while watching Avengers, and they examine the design flow and branding while drinking a cup of coffee. They think about the image-making and the thought process of message receivers during a presidential election. When new technology emerges, they sketch the optimal user experience. Suggesting the next step to companies and finding common ground with new generations is all part of a designers’ job, as designers are the ones who bridge the gap between developers and users. We are living in an era where all working people must have a designer’s sense. This is the one and only book that views “design” as a “capability,” not a mere job position, explaining how a designer views the world and produces outcomes.

Hudult

1. Publication Details

Imprint | Gana Publishing Co., Ltd.

Title | Hudult

Subtitle | Our Story – Not Ready to Be Called Adults

Author | BOTA

Genre | Literature

Format | 136×188

Binding | Hard cover

Pages | 272pages

ISBN | 9788957360262

2. Contact

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3. Marketing Information

Keyword | Webtoon; Age thirty/thirties; Work; Relationships; Comfort; Four-panel comic strip.

Target Readership | Adults

4. About the Author

'BOTA' is the name of a project.

A couple of friends who met at work came together and started a fun project, that is, serially publishing Hudult, a four-panel webtoon.

They illustrated their own stories without much expectation, but it became a huge hit from the very first episode, praised as a webtoon that people can relate to and find comfort from.

Published twice a week for two years already, it has reached its 200th episode and finally been compiled into a book.

When someone asks, I'm planning to say I did all the good ones, and others did the bad ones.

5. About the Book

Are we mature enough to be called an adult when we turn thirty? But at the same time, isn't age thirty too old to say that we are still young?

A webtoon that people in their thirties can deeply relate to as they go through a tunnel of instability and anxiety.

Hudult, a webtoon posted serially on web portals (Naver, Daum), Facebook and Instagram, is now published as a book. Through characters Hyeseon and Sanggyu, who are around thirty, the book effectively captures problems related to romance, relationships, career, age and life, which people around that age might have, using witty, not-too-exaggerated illustrations and short speeches. As soon as it was published, the comic strip received immense attention and was selected as the "Best Webtoon".

It's the simple storyline and theme that readers—especially working people in their thirties—welcomed, as it stuck out in the midst of most webtoons that presented provocative and extreme subjects. The book version carries, besides the 200 episodes, additional illustrations describing the in-depth stories of main characters that was difficult to express in a four-panel format, which makes it all the more meaningful to keep it on your shelf.

The book uses a four-panel format to depict in a gentle and sympathetic tone the problems that people around thirty might have, leaving a lingering emotion inside us when we finish the book and making us wonder, "what if this happened to me?" The characters that have similar concerns are another factor that draws readers to the story. People around thirty struggling with their work life, relationships and romance will be able to find the book comforting and relatable.

Is This the Life You Wanted?

1. Publication Details

Imprint | Gana Publishing Co., Ltd.

Title | *Is This the Life You Wanted?*

Subtitle | Eco Feminism: How to Live a Simple Life

Author | Korea Eco Feminist Association

Genre | Humanities/Social Science

Format | 170×240

Binding | Paperback

Pages | 218pages

ISBN | 9788957360132



2. Contact

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3. Marketing Information

Keyword | Environment; Feminism; Women; Nature

Target Readership | Adults

4. About the Author

Organized in 1999, Korea Eco Feminist Association strives to find ecological solutions from an eco-feminist perspective and build an equal, sustainable green society. The Association has expanded body diversity activities across society through the campaign “How I look? So what?” which involves body diversity education/camp for teenagers, conferences, and film parties. It also raised the issue of potential harmful impacts of sanitary pads, working to produce “safe pads” and transform menstruation culture. Its books include *Living Okay in a Not-So-Okay World*; *How I look? So What?*; *Consume Less and Exist More*; *School Kitchen Garden with Dreams of Nature*; and *Handmade Sanitary Pads*.

5. About the Book

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

“Can we continue to live like this? Can future generations survive on Earth?” The eco feminist movement started from these questions as a cultural paradigm that seeks to build equal relationships between humans and humans, and

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

I'm Worried about My Social Skills

1. Publication Details

Imprint | Humanist Publishing Group Inc.
Title | I'm Worried about My Social Skills
Author | Chang Dae-ik
Genre | Science/technology
Format | 128×188
Binding | Paperback
Pages | 192pages
ISBN | 9791160802825

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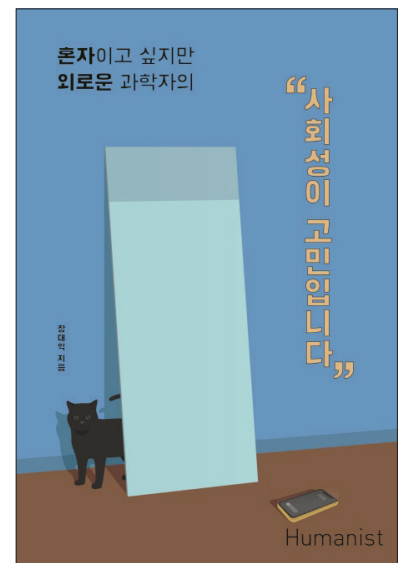
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3. Marketing Information

Keyword | Science; evolution theory; sociality; relationship; solitude
Target Readership | Adults

4. About the Author

Author Chang Dae-ik, a professor at Seoul National University's College of Liberal Studies, has engaged in a broad variety of intellectual pursuits in multiple fields, including academics, culture and industry as an evolutionary



scientist studying the evolution of sociality. He is interested in how humans' empathy skills may evolve in the era of artificial intelligence. He received the 11th Korea Science Culture Award and wrote *Ultra Social*; *Darwin's Table*; *Darwin's Library*; *Darwin's Garden*; and *War of Religions* (co-author). He also co-translated Charles Darwin's *On the Origin of Species* and Edward O. Wilson's *Consilience: The Unity of Knowledge*.

5. About the Book

I want to be alone, but I don't want to be alone.

To me, science can sometimes lend a comforting hand.

A lonesome scientist's counseling on social skills

It feels like I'm alone even when I'm with family, friends and co-workers. I want to stand proud and confident in this world, but in reality, I try my best to be loved by all the people I know. In fact, when we come back home at the end of the day and go to bed, we are all alone. Then why are we struggling with complex human relationships? In *I'm Worried about My Social Skills*, evolutionary scientist Chang Dae-ik talks about "sociality," one of the biggest concerns of people living in this world today, where the development of media and technology has further complicated society. He takes his studies on human sociality to offer a friendly explanation about some of the common issues people might have. As science reveals more about human nature, we can understand ourselves better and find comfort in our lives, where we are exhausted by countless relationships.

'Scientist' and 'sociality' don't seem compatible at a glance, but scientists like Sheldon Cooper on *The Big Bang Theory* who lack social skills are in fact the real rare breed. Then why is the author calling himself "a lonesome scientist"? It's because, while he used to believe himself to be an extremely social individual, he realized that he, too, has a timid side within himself which makes him worry that students might spot him eating alone, want to get out of gatherings with strangers, and grapple with his own sociality. Evolutionary psychologist Robin Dunbar says no matter how complex society becomes and how much social media expands, one can maintain relationships with only up to 150 people. This is based on a hypothesis about the maximum number of relationships that our brain can accept. Countless relationships are exhausting because the capacity of our brain hasn't changed, but we are trying harder to keep our social channels. That is why we need "time for voluntary solitude." When things don't work out as you intended, why don't you go talk to a scientist rather than a fortuneteller? Science has studied the sociality of humans far deeper than we can imagine.

Curious about My Body, not the Baby

1. Publication Details

Imprint | Humanist Publishing Group Inc.
Title | Curious about My Body, not the Baby
Subtitle | A science journalist's firsthand observation of pregnancy
Author | Woo Ah-Young
Genre | Science/technology
Format | 135×200
Binding | Paperback
Pages | 304pages
ISBN | 9791160802931

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3. Marketing Information

Keyword | Science; Medicine; Pregnancy; Women; Feminism
Target Readership | Adults

4. About the Author

Author Woo Ah-Young is a science journalist who worked at Donga Science for five years making the science magazine Science Donga, and who has been running her own YouTube channel "Lady Who Reads Science" for a year, through which she communicates with those who subscribe to the magazine or the channel. Woo graduated from Korea University's School of Mechanical Engineering and studied fuel cells in the graduate school of the same university. She received the Korea Science Journalist of the Month Award from the Korea Science Journalists Association in January 2017 for her article about firefighters' struggles to find scientific reasons for ignition.

5. About the Book

Unexpected changes during pregnancy
Want to know the real reasons, and not the truism "it's because you are pregnant"?
Curious about My Body, not the Baby is a science essay that focuses on pregnant women—their physical changes and side effects—instead of the fetus. The doctor says everything is "normal," but why is this so painful? What studies



have scientists conducted on pregnancy? Are the stories passed about online scientifically accurate? This book is a record of the author's struggles to answer the questions as a former science journalist. She divides the symptoms and issues she faced during pregnancy into 24 categories.

Breasts are sore, and morning sickness hits you like the worst hangover ever. The tailbone hurts, and stretch marks appear right at the center of your belly like a seam of a stuffed doll. Even the smallest moves make you pant. In the early stages, you want to sleep regardless of time or location but in the third trimester, you can't fall asleep easily. As time goes by, new symptoms arise. You describe the pain to the doctor, and all you get is the answer: "it happens." No further explanation. Pain that you must endure without understanding the reasons causes anxiety that is as serious as the physical pain itself. The author talks about her own experience in a pleasant tone, offering scientific evidence necessary to understand "pregnancy."

The book carries a variety of stories that give clear-cut answers and information to those who were or are pregnant. If you are getting ready to have a baby, it can be a guide that tells you what to expect in the future. Pregnant women hope that people close to them understand their difficulties and issues. This book is a must to know what pregnant women are faced with, and to speak out properly as a member of the community when pregnancy-related policies and institutions are discussed.

I'm depressed because of Australopithecus

1. Publication Details

Imprint | Humanist Publishing Group Inc.

Title | I'm depressed because of
Australopithecus

Author | Park Hanson

Genre | Humanities/Social science

Format | 135×200

Binding | Paperback

Pages | 252pages

ISBN | 9791160801736

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3. Marketing Information

Keyword | Humanities; Anthropology; Neuroanthropology; Psychiatry;
Psychology; Evolution theory; Mind
Target Readership | Adults

4. About the Author

Author Park Hanson is a psychiatrist and neuroanthropologist studying the evolution of human minds as a researcher at the Institute of Cross-Cultural Studies of the Seoul National University. He earned his B.A and M.A in Medicine from Kyung Hee University, a second M.A from ANU College of Arts & Social Sciences, and a Ph.D in Neuroanthropology from Seoul National University. His books include *Seven Steps from the Mind*.

5. About the Book

Why do human minds struggle so much? Why are they so weak?

Psychiatrist/Neuroanthropologist Park Hanson's story about the evolution of human minds

Neuroanthropology is not a term with which ordinary people are familiar. As the name suggests, it's a branch of anthropology covering multiple fields of academics including neurobiology, evolutionary biology, psychology, psychiatry, population genetics, behavioral ecology, cognitive science and ethnography. Neuroanthropology is the study of mental phenomena of humans. It aims to find out what sort of biological evolution and acculturation our minds have gone through to become what they are today. In other words, it explores why our minds are so full of weaknesses; why we love, hate, and become jealous; why we experience a variety of emotions with families; and why we cooperate, deceive and come into conflict in a group.

The book delves into the reason behind our weak minds from a neuroanthropological perspective. What story will it tell us? Neuroanthropology examines the secret to our minds—taking into account the long process of human evolution and numerous social/biological conditions—to reveal not only “how” our minds work but also “why” they work that way. For instance, to explain why some people are obsessed with social media, it uses an evolutionary hypothesis that individuals who receive more social attention enjoy an advantage in reproduction. The author suggests that people today still seek attention from others as social attention leads to a “public opinion” and determines important decisions. Furthermore, he attempts to approach human minds from different angles to find the truth, presenting quantitative and qualitative strategies to gain attention, as well as group differentiation that follows accordingly.

The Trials That Shaped World History

1. Publication Details

Imprint | Humanist Publishing Group Inc.
Title | The Trials That Shaped World History
Subtitle | Histocial Trials Seleted By A Judge
Author | Park Hyung-Nam
Genre | Humanities
Format | 152×225
Binding | Paperback
Pages | 408pages
ISBN | 9791160801484

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3. Marketing Information

Keyword | Law: Trial: Verdict; Judge; History; Progress
Target Readership | Adult

4. About the Author

Park graduated from Seoul National University's School of Law and began his career as a judge at the Seoul Central District Court. He endeavors to listen to those involved in every case and search for the fundamental cause behind each conflict. He is currently a judge presiding over fair trade and labor administration cases at the Seoul High Court.

Having always been interested in history and the field of humanities, Park started writing about a year ago to introduce famous trials in world history to readers, students and junior colleagues in the legal profession. His hope is that such stories of trials and legal matter will be told and known to those outside of the courtrooms.

5. About the Book

The world has evolved one trial at a time!
There have been many books introducing trials of monumental importance. All of these books have their own merits, but most are written either taking a certain point of view or for a simply entertaining read. There have not been many that relate such trials to the various issues of Korean society. The author,



a judge for over 30 years has carefully curated a selection of trials of historical importance and used them as a mirror to hold up to the current state of Korean society.

This book is more than just an introduction of historical trials. It stands out in that it endeavors to interpret such trials to find how they influence our current times, through the eyes of a working member of the field. Whether the reader is reading for pleasure or for reference, those living in the realm of the law, in other words, everyone, will come to understand that trials are greatly connected to what goes on in society.

In this book, trials that show us the conflicts and issues of societies from ancient Athens to current U.S. have been selected. These range from political (the Catiline trial, the trial of Charles I, Marbury v. Madison), to financial (Lochner v. New York), to important social issues (the Socrates trial, the Dreyfus affair, the Eichmann trial, Miranda v. Arizona), to cultural (the case of Dred Scott, Brown v. Board of Education), to religious (the trial of Sir Thomas More, Galileo Galilei, the Salem witch trials), and also gender issues (the trial of Martin Guerre, the trial of Pankhurst). These trials are the ones where social polarity and conflict have bared themselves or exploded, and were subsequently followed by debate or evaluation afterwards, and some even led to a new solution.

On the other spectrum, the book also introduces trials of innocent people who have been unjustly misjudged. This is to take another look at history's errors, and be reminded of the reason so that history does not repeat itself. Trials continue and history records them. If you were a judge who had to make a landmark decision, what would it be?

The European Modern Intellectual History

1. Publication Details

Imprint | Humanist Publishing Group Inc.

Title | The European Modern Intellectual History

Subtitle | From Bacon to Foucault, How Power-Knowledge Has Ruled the World

Author | Yook YoungSoo

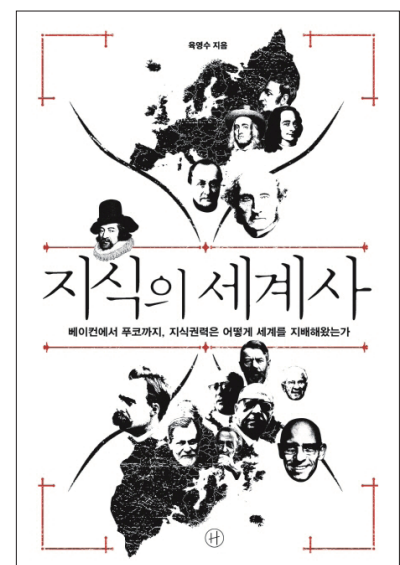
Genre | Humanities

Format | 150×220

Binding | Paperback

Pages | 416pages

ISBN | 9791160802979



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3. Marketing Information

Keyword | History; Philosophy; Intellectual History; Modern; Modernity; Power-Knowledge; Will to Power

Target Readership | Adult

4. About the Author

A professor in the dept. of History at Chung-Ang University., Yook YoungSoo graduated from Hanyang University with a major in English language & literature, and studied history at the University of Colorado and received his master's and doctoral degree at the University of Washington. He majored in Saint-Simonianism, and minored in modern British history, history of the French revolution, and modern Korean history. He served as the President of The Korean Workshop for the History of Culture and is currently the 53rd President of The Korean Society for Western History. His books include The History of Books and Reading and The Betrayal of Revolution, Memories of Resistance, and has co-written Postmodernism and Historical Studies, The Century of Historical Studies, Humans of Memory Homo Memoris, A Transnational research of Historical Studies, and How Memory Recreates History, etc.

5. About the Book

The history of Western philosophy which promised development and prosperity, A close look at the will to power hidden behind the scenes!

European Modern Intellectual History explains modern European philosophy from a postcolonial perspective. The book takes you through modern European scholars such as Francis Bacon, Voltaire, Jeremy Bentham, Friedrich Nietzsche, Sigmund Freud, Michel Foucault and looks at their philosophies in the context of the times. It presents a clear picture of how Western philosophy which sculpted the world we live in today was created based on "will to power," and how even the most critical philosophers were deeply caught in the illusion of universality. The book places emphasis on the interaction between colonies and modernity. The process of how scholars of Joseon, during the Japanese colonization period, accepted Nietzsche is a good example. Despite the darkness that was Japan's colonial rule, the scholars of Joseon dreamt of an ideological revolution through Nietzsche. They read Nietzsche as a prophet of Cheondoism or considered him the central figure of Lebensphilosophie that would help them overcome the crisis. The introduction of Nietzsche to colonial Joseon simultaneously shows

the limitations of the nation, as Western philosophy could only be imported through the Empire of Japan. At the same time, it shows the efforts to interpret Nietzsche as a resource for social reform.

The book's author, professor Yook Youngsoo, is a long-time researcher of modern history of Western philosophy, including the age of enlightenment and the French revolution. Yook maintains a viewpoint that is from the sidelines rather than a central standpoint as he brings together history, philosophy and ideologies together to interpret the grand flow of the history of modern European philosophy. Yook tries to escape a Eurocentric perspective and offers a telling of history through a postcolonial and gender perspective. Such insight about how the philosophies of "the great thinkers" were shaped through historical context and limitations, will allow readers to become more than just informed, but to take on their true lead roles in history.

Chemist in My House

1. Publication Details

Imprint | Humanist Publishing Group Inc.

Title | Chemist in My House

Subtitle | Professor Kim Min-Kyung's Story of Chemistry in our Lives

Author | Kim Min-Kyung

Genre | Science/Technology

Format | 150×220

Binding | Paperback

Pages | 248pages

ISBN | 9791160802160

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3. Marketing Information

Keyword | Science; Environment; Ecology; Chemistry; Safety; Daily life

Target Readership | Adults



4. About the Author

Author Kim Min-Kyung earned her B.A in Chemical Engineering from Hanyang University, where she also earned her M.A and Ph.D. Later, she moved on to Washington State University for a postdoctoral course in chemical/environmental engineering. She's been teaching at Hanyang University since 2009 and has been selected as the "best teacher" by the students every single year. She received the Renowned Lecturer Award from Hanyang University in 2014, and her lecture "Chemistry in Everyday Life" was chosen as the Korea-Massive Open Online Course by the Ministry of Education.

5. About the Book

If you understand chemistry (theory), you can see chemistry (risk)! Professor/walking chemistry encyclopedia Kim Min-Kyung's story of chemistry Issues and accidents caused by chemicals happen one after another in Korea, from humidifier sterilizers that led to heavy casualties, to pesticides found in eggs, and sanitary pads and mattresses containing carcinogens and radon... Terms such as "controversial," "toxic chemicals," and "detected" appear every day on internet portals and in newspapers, and parents struggle to choose the right products for their children. We live extremely close to chemicals throughout the day, from when we wake up in the morning to wash our faces and brush our teeth, until we go to bed at night. Chemicals are absolutely necessary in our lives, but how should we treat them if they can be a danger? Chemist in My House is an essay-like book offering a friendly explanation about chemistry, which might ordinarily sound too complicated to understand. The book was inspired from the author's lectures for humanities students, "Chemistry in Everyday Life", at Hanyang University. She has become popular on social media as a "walking chemistry encyclopedia" and was selected by students as the "best teacher" every single year thanks to her outstanding teaching skills.

How should we approach people who don't like or know well about chemistry and help them understand better? The answer is simple. We can explain the principles by using everyday chemicals as examples. All readers, including you, can live a safer life by becoming "the chemist in my house" through this book, while broadening your knowledge of chemistry, including neutralization reactions, osmosis, and global warming (climate change).

The Afternoon is the Future for Those Who Live in the Morning

1. Publication Details

Imprint | SANZINI

Title | The Afternoon is the Future for Those Who Live in the Morning

Subtitle | Values that help people hang on to their life

Author | Lee Kookhwan

Genre | Literature

Format | 145×210

Binding | Paperback

Pages | 232pages

ISBN | 9788965456230



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3. Marketing Information

Keyword | Reading; Writing; Art

4. About the Author

Lee Kookhwan is a professor in the department of Korean Literature at Donga University and teaches reading and writing. His two most important encounters in life are literature and his wife. Before he met her, he interacted with the world through books but now it is people that teaches him what life is about. He was born introverted and therefore he likes to be by himself; books, films, and music are what make him happy. He was quite fortunate to have one of his writings published as a textbook for middle school, thereby making his name known in many places. Through newspaper, radio, television, and library newsletters, he does the introduction to diverse books. He values the importance of reading as education; consequently, he started a major in education through reading in the graduate school of education where he works as the professor in charge since 2019. He would like to devote the rest of his life to reading and writing.

5. About the Book

“What is the reason for us to put up with life in the midst of inescapable anxiety, pain, sorrow, fatigue, and the dreariness?”

This book contains writing that will help people go on with their lives with meaning. The author expounds on the burden of life gleaned from art and philosophy, his love of reading and writing, the importance of a persevering life amidst fear and pain, and the significance of co-existing with other people. The true meaning of life can be discovered not in following a predetermined path but to struggle and meander to find one’s own way. The book whispers comforting words to people whose days are steeped in confusion and apprehensiveness but still faithfully trudge along in life—that their future can be turned around.

The author confesses in the book, “I always questioned what life was about but reading made me realize that every day was different and each day could be joyful.” Writing, he adds, also made his life complete. That is the reason he never shirked off reading and writing on a daily basis, and even after becoming a professor, he has emphasized to his students the joy of reading and the need for writing. He was chosen as a most popular teacher for a number of reasons; one, he helped students transform their lives through these two activities, rather than offering antiquated moral discourses. In his books, *Reading Together*, *Dismantling the Heart’s Barrier*, *Reading, Man’s Best Activity*, *Ethos*, *Writing That Will Change One’s Life* and *Reading, A Journey of Empathy and Self-Understanding*, the author encourages readers to approach reading and writing from their own experience—for that is the most certain way one can enrich life and give meaning to it.

His experiences that he talks about sound ordinary; however, what he gained from it is anything but that, for it is refreshing and solid. He tells readers that stress and anxiety are not necessarily bad, for they can be the source of what turns life around. If one does not fear loneliness, then one will learn to appreciate solitude. In the book, readers will meet a man who has released all tension from life, subsequently looking at and around himself to reach a simple but deep truth that he shares with everyone.

The Blue Light from the Ruins

1. Publication Details

Imprint | SANZINI
Title | The Blue Light from the Ruins
Author | Gu Moryong
Genre | Literary Criticism
Format | 152×225
Binding | Paperback
Pages | 472pages
ISBN | 9788965456292

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3. Marketing Information

Keyword | Criticism; Regional Literature; Korean Literature

4. About the Author

Gu Moryong was born in Milyang in 1959. He majored in literary criticism in college and did graduate work in it. He made his debut as a literary critic when his writing, "Moral Entireism-Kim Soo-young's Literary World," won him the Chosun Daily New Writer's Prize in 1982. He wrote for the mook, "Horizon," the critical quarterly Literary Criticism of the Day, and the poetry quarterly, Newborn. Gu Mo-ryong has expanded the cultural and literary horizon through his multi-layered epistemology of a provincial-regional-global framework. He is the author of "Literature of the Afflicted Generation," "Literature of Concrete Life and Formation," "Criticism of Korean Literature and the Open System," "Newborn Literature," "The Experience of Literature and Modernity," "A Poetical Theory of Nature," "Regional Literature and Peripheral Views," "The Advocacy of a City," "Emotional and Ethical" "East Asia in Modern Literature," "The Coastal Scenery," "Beyond Metaphor" and "Synecdoche." He is the co-author of "A Poet's Notebook," "Art and Life," and "Study of Baek Sinae." Since 1993, he has been a professor in the Department of East Asian Studies at Korea Maritime and Ocean University.

5. About the Book

The critic, Gu Moryong, has explored a much more realistic and concrete literary orientation in his diverse theses and criticism. In his new book, he presents a viewpoint that will help readers understand twenty-first century Korean and regional literature.

The author states, "Literature and literary criticism are but a sacrificial prey on the altar of capital, and not going along with it as entertainment but relying on the fragility of its earnestness and enduring the times of its ruination has been my lot for a long time..." Although that is the condition of literature and literary criticism of the present era, he does not in any possible way, talk about resigning or giving into the dominant trend. In fact, he emphasizes that it was the time of its ruins that helped him nurture and strengthen the value of literature, thereby foretelling the possibility of resurrecting hopeful literature and criticism.

Gu Moryong has pondered about the role of a literary critic who resides not in the central but a regional part of the country. While he has experienced the authoritarianism of centralism and the potential of the provincial towns in the midst of the social change taking place in 1980s, he took a stance that the regional issues can only be ancillary before the crucial tasks in Korean society as a whole. But with the dissolution of the Cold War politics and the advent of the capitalist era on a global scale, he had to reconsider his position.

The regional area became the periphery and its literature displayed the phenomenon of imitating the central trends, "like the dissolution of the Colonial modernist who sought the Western image about to sink and could only return to the traditional way." The author who is quite wary of this manifestation, states, "It is similar to being forgetful of one's origin and accepting the misguided direction of going along with the centralism."

But at the same time, he argues that the regional literature has been alienated from the central in terms of the capital and the system, yet, this cannot be defining factor of it. Because that is what shapes its identity, then the regional literature will put the blame for its backward state on the external factors. The author shows his effort not to be entrapped by this dichotomy and strives to form a new perspective from a regional stance or periphery.

The regional literature has succeeded in not being ensnared by the conflicting dichotomies of modern versus tradition, central versus periphery, modernity versus coloniality, West versus East, and civilization versus nature. Instead, it has set its premise as the realm of productivity and hope. The direction of regional literary criticism that the author aspires for does not appear too remote from it.

Four Minutes After the Boiling Point

1. Publication Details

Imprint | SANZINI

Title | Four Minutes After the Boiling Point

Subtitle | Anthology of Jung Woolyun's Short Stories

Author | Jung Woolyun

Genre | Literature

Format | 135×205

Binding | Paperback

Pages | 240pages

ISBN | 9788965456285



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3. Marketing Information

Keyword | Novel; Short Story; Coming-of-Age; Love

4. About the Author

Jung Woolyun made a debut as a writer when she won the Kookje Daily New Writer's Award in 1996. She won the 5th Busan Literature Award with "Amethyst Necklace" in 2000 and the 4th Busan Writer's Award with "Empty House." After she published a collection of essays, Guten Tag, Ms. Dongbaek in 2017, she has devoted herself to writing novels.

5. About the Book

The narrator of the book by Jung Woolyun has multitudinous points of views. She is sometimes an innocent child, at times a middle-aged woman who is weary from the constant bickering of her husband, or a youth with her friend. They are all in one way or another an aspect of ourselves when we are at a point of boiling, if not before and after it. Reading her book makes readers reflect on the meaning and futility of those four minutes in life and love.

The title story, "Four Minutes After the Boiling Point," tells the story of a college lecturer and the protagonist and their love which is passionate but fruitless after the blazing four minutes. The two characters initially become intimate with their shared experience of pain from abuse but they begin to grow apart.

As the narrative follows the protagonist's waning feelings, it is overlapped with her father's life, which is close to coming to an end in a convalescent home. His life is expressed as "after four minutes," and makes readers reflect on the loneliness of it, with the passing of one's peak.

The author's somber attitude toward life is also apparent in "Enticement of the First Time," which delineates a day of an eighty-eight-year-old man who lives by himself. He exists outside the boundary of life and death and is steeped in inertia. He is thinking that the only appealing moment left to him is now the time of his death. The protagonist looks into the old man's boredom and contemplates on her own life.

"Pain" is a story about the wife of a sculptor husband who lives a scarred life from the war. In the beginning, they loved each other so much that the other's mere existence put a happy smile on their faces but as time passed, their traumas come to the surface and they grow to pity then hate each other. The author tells the story of people who have gone through their most passionate times and invites the reader to ruminate about one's own traces of life.

The next story, "Mallae" focuses on the development of youth. It is told from the point of view of a child who writes love letters for a maid, Mallae, in the neighborhood. She is a witness to Mallae's unfortunate life and becomes entangled in it; however, she in the end outgrows it and grows up. "Taming the Crow" is also about the growing pains of adolescent girls and the ensuing times of their lives.

While the author ruminates about the growth of the adolescents, she also looks back on her own development from the perspective of the present in the story, "Us." She recalls her days of high school through an incident that happens at a reunion of the B Girls' School of Commerce. "We" have all become middle-aged woman, yet they miss the bygone times and view those lonely and turbulent days with a positive attitude.

The last story in the anthology, "Full Load," is based on an actual incident. It is about a captain who is returning from the Indian Ocean with a full load of tuna. He rescues ninety-six Vietnamese refugees on a boat after dismissing the government and the company directive that he should ignore them. It delves into the inner conflict of the captain and who described saving the ninety-six lives as having achieved a true "full load."

Food Pleasure

1. Publication Details

Imprint | Yemundang

Title | Food Pleasure

Subtitle | Where Does the Pleasure of Flavor Come From?

Author | Choi Nak-Eon

Genre | Scientific technology

Format | 152x225

Binding | Paperback

Pages | 376pages

ISBN | 9788970016917

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3. Marketing Information

Keyword | Flavor; sense of taste; olfactory sense; dopamine; neuroscience; evolution; gastronomy

Target Readership | for adults

4. About the Author

Choi Nak-Eon studied food engineering at Seoul National University as an undergraduate and graduate student. In December 1988, he joined Haetae Confectionery & Foods Co., Ltd. and worked in the basic research team and the ice cream development team. In 2000, he began to do research on ingredients and flavoring at Seoul Perfumery, and in 2013, he began to write about food at Sias. He is currently the head of ezFoodinfo. His works include Breaking the Code of the GMO Controversy; A Logical Way of Thinking about Food; What is Flavor? The Real Story of Food Additives; The Story of Flavors and MSG; Senses, Delusions, and Hallucinations; Glutamic Acid, the All-round Worker in My Body; Food Texture; and Food Pleasure.

5. About the Book

In this book, flavor is interpreted in a completely new, scientific way. People generally think that the study of flavor belongs to the area of humanities or sensibility. Flavor isn't usually discussed in scientific terms, and theories on

flavor are virtually nonexistent. Food science and cooking deal with ingredients and processing methods, but they do not explain how or why these things give flavor to food.

Based on his 25-year experience in the food industry, the author has written this book from the perspective of food science, physiology, neuroscience, history, and evolutionary psychology, in order to resolve misunderstandings about the sense of taste and the olfactory sense, and to provide a more comprehensive theory on flavor than has been given in the past. Understanding flavor is not just a means for pleasure—it's a way to understand ourselves, because in order to understand flavor, we must understand how the sensory organs in our bodies, as well as our brains, work.

Food Texture

1. Publication Details

Imprint | Yemundang

Title | Food Texture

Subtitle | Understanding the Science of Food through Pictures

Author | Choi Nak-Eon

Genre | Scientific technology

Format | 188×257

Binding | Paperback

Pages | 364pages

ISBN | 9788970016917

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3. Marketing Information

Keyword | Taste; food; texture; thickening; emulsification; gelation; viscosity; sauce

Target Readership | for adults



4. About the Author

Choi Nak-Eon studied food engineering at Seoul National University as an undergraduate and graduate student. In December 1988 he joined Haetae Confectionery & Foods Co., Ltd. and worked in the basic research team and the ice cream development team. In 2000, he began to do research on ingredients and flavoring at Seoul Perfumery, and in 2013, he began to write about food at Sias. He is currently the head of ezFoodinfo. His works include Breaking the Code of the GMO Controversy; A Logical Way of Thinking about Food; What is Flavor? The Real Story of Food Additives; The Story of Flavors and MSG; Senses, Delusions, and Hallucinations; Glutamic Acid, the All-round Worker in My Body; Food Texture; and Food Pleasure.

5. About the Book

Texture is the key to taste.

There has never been a greater interest in the flavor of food, with new recipes emerging everywhere; not many people, however, would readily agree that texture is the key to taste. Texture has a direct influence on how food looks (sense of sight), tastes (sense of taste), and smells (olfactory sense), as well as the sound it makes (sense of hearing). Only texture influences all five senses. Just changing the texture of the same ingredient can result in different food products. The technology of texture, applicable to all kinds of food, is quite useful when understood—though it isn't easy to study, as there isn't sufficient interest in texture, and even if there was, there isn't much material or training to be found on the subject.

This book, the third in the series that includes Food Pleasure and The Principle of Texture, has more in-depth information on texture that can be used in food preparation. Understanding the common principles and the individual technologies in detail will help you find solutions to problems you may face in product development and production.

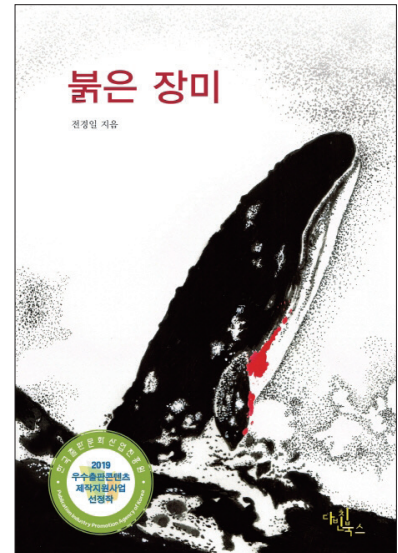
Crimson Rose

1. Publication Details

Imprint | Kindssoft Inc. Da vinchi Books
Title | Crimson Rose
Author | Kyeongil Jeon
Genre | Literature
Format | 145×210
Binding | Paperback
Pages | 1314pages
ISBN | 9791185962115

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3. Marketing Information

Keyword | Indiana Jones, Roy Chapman Andrews; Ulsan, Joseon; Jangsaengpo
Whale-hunting; Japanese Imperialist Whale-hunting Industry; Korean Gray
Whale
Target Readership | Age 20 Years or Older

4. About the Author

Jeon Kyeongil made his debut as a writer in 1999 with World Literature. He is the author of close to forty books that incorporate literary contemplation and humanist ethos. His books include Marilyn and Two Men; it is about the timeless icon, Marilyn Monroe who appears as the character in the setting of the Korean War and the ideological conflict of men; The Korean Man is a voluminous work about human desire and redemption told through the story of Peter Paul Rubens' art; and a best-selling book of essays, To Live as a Forty-Year-Old Man. His other books are To Do Drawings about the life and art spirit of a Joseon painter; The New Invasion of Japan, a book that chronicles late modern development; and Enticement of the Humanities, a book that presents insight from the perspective of humanities.

5. About the Book

Roy Chapman Andrews was a model for Indiana Jones in Steven Spielberg's film. He worked as a curator for the American Museum of Natural History in the U.S.A. and in 1912 when Joseon Korea was annexed by Japan, he visited the

Jangsaengpo Whale Hunting Site in Ulsan, Korea. He spent forty-eight days there, investigating and doing research on the gray whale, and then assembling the skeletal frame as part of his assignment. He came to Korea without any knowledge of Joseon Korea but just to study the gray whale that had gone extinct around the American East coast from excessive hunting. His purpose was to obtain a skeletal frame of the whale to bring back to the American Museum of Natural History for display. However, he ended up witnessing the brutal massacre of the whales by the Japanese and the difficult struggle of the Korean people. He awoke to a new awareness of Korea after seeing the atrocities by the Imperialists.

He gradually shifted his attention from whale research and began paying attention to the Korean people, namely Hong, the laborer on the whale-hunting boat and his mute sister, as well as those living in the fishing town. As he became a witness to the suffering of the colonized Korean people, he began to sympathize with them and grew closer to them.

Meanwhile, the ruthlessness of the Japanese, who were involved in the whale-hunting activity in Korea, reached extreme levels. They viewed whale hunting as more than a means of their livelihood and worsened their discrimination against the Koreans. In the midst of it, an irrevocable incident took place at the hunting site. On the other hand, the Norwegian sailors employed by the Japanese had come all the way to a foreign country for no other reason than to make money. Andrews, whose sole interest was the whale when he first arrived, became conflicted upon seeing the despicable conditions of the Koreans under colonialism, a microcosm of the world history, and underwent a transformation. With it, he embraced this conflict as an issue that he must resolve. How will he act henceforth?

This book that tells the story of Andrews' actions and the hidden stories about the Korean gray whales merges history and literature to disclose the literary truth as well as exposing the state of world history in which the confrontations and conflicts are still very much ongoing.