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# K-Book Trends

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

# 2021

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<b>#K-Book</b>	#Trend & Marketing

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## TOPIC

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# Status of the Korean Publishing Industry in 2020 and Outlook for 2021

Written by Kim Jung-Hee (Leader of the New Media Team, Yes 24)

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More consumers are purchasing books through their mobile phones or on the Internet in the aftermath of the pandemic

The COVID-19 pandemic has wreaked havoc on the entire world throughout the year and has brought about a drastic change in our

daily life. Homes became the base camp for activities as people worked from home, and kids studied at home. Amidst the uncertain economic situation where nothing can be predicted, people began to be interested in grasping the opportunity to become rich. Such social change had a significant influence on the publishing industry. The number of online bookstore users and sales volume have jumped up by leaps and bounds. According to the settlement data announced by Kyobo Bookstore on June 8th for the first half of the year, purchases made both on mobile phones and on the online platform recorded 56.3% during the period surpassing the offline sales for the first time. Yes 24, an online bookstore, has also enjoyed a 23% leap in sales year on year from January to November. Such increase of sales made online and with mobile phones is analyzed to have derived from the current situation where contactless transactions grew due to social distancing, and almost all the students in Korea, from elementary school kids to college students, had to take online classes at home. The pandemic-driven change in lifestyle is greatly affecting how we consume and buy books.

**<Proportion of Korean books sold each year and  
percentage change announced by Yes 24>**

Field	2019	2020	Percentage Change Year on Year
Reference Books for Middle/High School Students	16.10%	15.40%	17.00%
Children	10.20%	11.20%	35.00%
Reference Books for Elementary School Students	8.50%	10.00%	45.00%
Novel/Poem/Play	5.40%	5.90%	35.00%
Preschool	5.70%	5.40%	16.00%
Exam/License	5.80%	5.20%	10.00%
Economy/Business Administration	4.50%	5.20%	43.00%
Comics/Light Novel	4.90%	4.00%	1.00%
Dictionary for Korean/Other Languages	4.70%	3.80%	0.00%
Humanities	3.60%	3.50%	17.00%
Essay	3.30%	3.40%	26.00%
Self-Development	3.10%	3.30%	32.00%
Homecare	3.20%	2.80%	7.00%
Magazine	2.80%	2.50%	11.00%
Teenager	2.10%	2.50%	42.00%
College Textbooks	1.50%	2.40%	100.00%
Society/Politics	2.20%	2.30%	30.00%
Art	2.40%	2.20%	11.00%
Religion	2.80%	2.10%	-5.00%
Heath/Hobby	2.10%	2.10%	27.00%
IT/Mobile	1.90%	2.00%	26.00%
Natural Science	1.10%	1.30%	42.00%
History	1.20%	1.00%	-2.00%
Complete Series	0.50%	0.30%	-12.00%
Travel	0.40%	0.10%	-59.00%
Sum	100%	100%	23.00%

Source: Channel Yes([http://ch.yes24.com/Article/View/43483?Ccode=000\\_008\\_002](http://ch.yes24.com/Article/View/43483?Ccode=000_008_002))



## Money and Investment:

### *Donghak Ant Movement and Jurinee (Stock Beginners)*

As the variability in the stock market has increased significantly due to the pandemic, individual investors have begun frantic buying leading to the rise in sales of books related to stock investment this year. This phenomenon is the so-called *Donghak Ant Movement*, which is a newly coined term that emerged in the stock market where foreigners have taken short positions due to the pandemic-driven uncertainties which have encouraged domestic individuals to buy stock. According to a sales report of Yes 24, the sales of stock and investment-related books in 2020 increased by a whopping 202.1%, which is an uncommon figure to be seen in the recent publishing market. Considering the fact that related books have seen instead a drop (-9.4%) in 2019, such a trend this year implies that it is a special phenomenon spread across society. Also, another newly coined term in the Korean society emerged - “*jurinee*” - which is a combination of Korean words *jusik* (stock) and *uhrinee* (children) that refers to stock beginners.



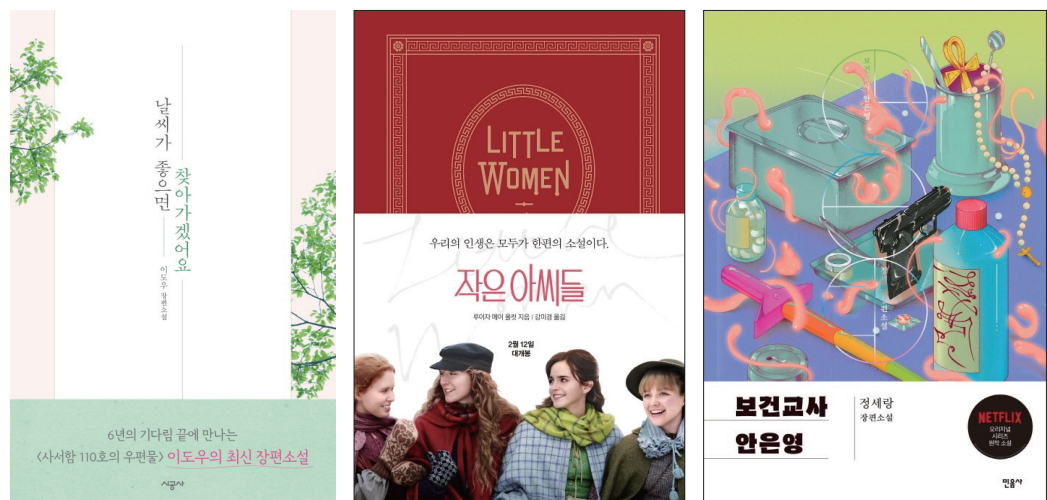
*You can do it!, John Lee's Breaking Out of Financial Illiteracy, The Cakewalk Series – Stock market investing, Don't Ever Invest If You Don't Know about Financial Statements*

The major driver of sales growth in stock and investment have been books for stock beginners, or “jurinees.” The first example is *You can do it!* (Knomad). This became the top bestseller on Yes 24, which was an unprecedented case for a stock book. As a guide book written by John Lee, the president of Meritz Asset Management, to help those financially illiterate build an investing habit, *You can do it!* recommends readers to take a long perspective in stock investment for 10 to 20 years, invest 10% of income for the later years of life, and sign up for a pension fund. These are all basic tips for building an investing attitude. Other than these books, John Lee has also written *John Lee’s Breaking Out of Financial Illiteracy* (Vega Books) and *Mom, Buy Me a Stock* (KED Global News Network) which all succeeded in the market, becoming the number one writer in the field of money and investment strategies. Also, *The Cakewalk Series – Stock market investing* (Gilbut) and *Don’t Ever Invest If You Don’t Know About Financial Statements* (Vega Books) saw high sales records as introductions to stock investment for beginners.

### **Trend in Literature: Korea’s beloved literary works in the world from media-sellers to celebrities’ essays**

As the consumption of media content has increased due to the persisting pandemic, the ratings and reviews have become important for TV dramas and movies as they lead to a rise in sales of their book editions. The so-called “media-sellers” have been

standing out; book editions of the TV drama “When the Weather is Fine,” “It’s Okay To Not Be Okay,” and the movie “Little Women” have been particularly loved by the public. Besides, a special edition of *School Nurse Ahn Eunyoung* (Minumsa) by writer Chung Se-Rang published just about when its drama episodes were released on Netflix immediately became the top bestseller.



*When the Weather is Fine, Little Women, School Nurse Ahn Eunyoung*

Also, the popularity of famous movies and TV dramas such as “Parasite,” “Stranger Season 2,” and “Do You Like Brahms?” led to the public’s greater attention to the scenario books that are almost a total replica of the works. In detail, the sales volume of each scenario book rose by 98% on year (based on statistics of Yes 24). Apart from movies and films, books introduced in “Nowadays Bookstore: I Will Read Book” on tvN, which provides an easy interpretation of classical bestsellers, have been steadily drawing popularity. Books that saw a significant rise in sales include *Prisoners of Geography: Ten Maps That Tell You Everything You*



*Need To Know About Global Politics, The Man Who Mistook His Wife for a Hat, Plague, How to Win Friends and Influence People, and Regarding the Pain of Others.*



*The Reason for Living, Wouldn't Matter, Would It?, Yang Joon-Il, Maybe*

Meanwhile, essays written by celebrities containing philosophical messages and insight towards life rose significantly this year, and have become another thing to pay attention to. *The Reason for Living* (Woongjin Thinkbig) by Heo Ji-Woong consoles and encourages his readers to have courage in life from his experience of suffering from malignant lymphoma. Other examples are *Wouldn't Matter, Would It?* (Munhakdongne) by Chang Ki-Ha, which reflects the life philosophy he has built while living as a musician, and *Yang Joon-Il, Maybe* (Mobidic Books) by Yang Joon-Il where he shares his contemplation about the nature of life that he learned while living another phase of life after giving up living as a celebrity. A total of 21 titles were published in this field, which increased by 8 titles compared to the same period last year – sales

more than tripled (328.1%) year on year on Yes 24, which was a record high in three years.

In addition, award-winning Korean literary works also catch our eyes. For example, *Almonds* (Changbi) by Sohn Won-Pyung was awarded the Japanese Bookstore Award for translated novels. At the same time, *Hysteria* (Munji Books) by poet Kim Yi-Deum won the ALTA National Translation Awards and ALTA Lucien Stryk Asian Translation Prize, and *The First Wife of Blue Beard* (Changbi) by writer Ha Seong-Nan was chosen as once of Best Books TOP 10 2020 by Publishers Weekly.



*Almonds, Hysteria, The First Wife of Blue Beard*

**With COVID-19: A total of 285 titles published with the keyword “coronavirus.”**

One of the key trends in the publishing industry this year is that the number of books predicting the future of the world where the pandemic has been curtailed or using the keyword “coronavirus”

increased by reflecting the psychology of consumers who are looking to rapidly adapt to the accelerating social transformation. The analysis of publications that included “coronavirus” in their title or sub-title showed that a total of 285 titles were published from January 1st to November 30th, where *Reboot* (Woongjin Thinkbig), a self-development book for realistic tips to overcome business and job crises in the post-COVID-19 era written by star lecturer Kim Mi-Kyung, recorded the top sales. Furthermore, *The Future After COVID* (Davinci House), a comprehensive outlook for business, finance, and investment in the post-COVID-19 era written by globally prominent economists and futurists, analyzes how the disease has affected our society and *Corona Sapiens* (Influential) seeks opportunities hidden within. These two books have drawn immense attention from readers, joining the top 100 bestsellers announced by Yes 24 for this year.



*Reboot, Corona Sapiens*



## Outlook for 2021

Some people have had their first experience of buying books online with their mobile phone in 2020 due to the pandemic, and with the disease ongoing, this purchasing trend has taken root. This trend is expected to continue, or grow, in 2021 as a mainstream consumption pattern. This might not be good news for publishers as the drop in people using offline bookstores means a fall in offline sales and a drop-off for a vital channel to expose and promote new titles. Hence, it is expected that the publications of media-sellers and celebrities' essays that can bring a stable sales record in the initial stage will take up more of the market. Also, if outlooks and analyses predicting the era after the pandemic have been dominating the shelves, psychological essays that warmly comfort people depressed and anxious living in the current era will be more actively published.

SPECIAL PROJECT

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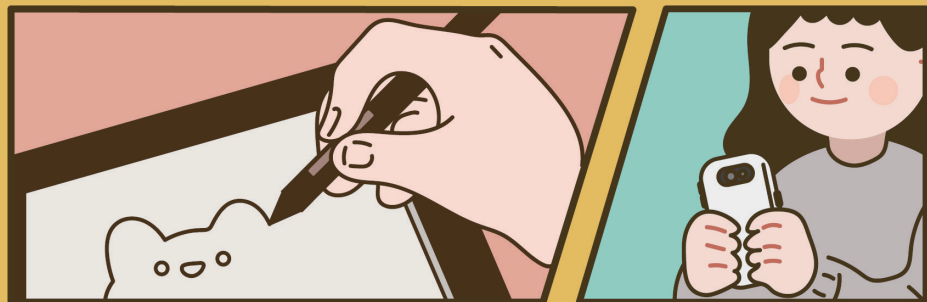
## K-WEBTOON &amp; WEBNOVEL

Let's be honest. You also have that K-Webtoon or Webnovel you fell in love with, right?

Written by Lee Ji-Hyeon

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## K-WEBTOON &amp; WEBNOVEL



K-webtoons and K-webnovels have permeated into the global community. Webtoon *Itaewon Class* (YOUNG COM) that was made into a popular TV drama this year was exported to Japan

as a remake version and movie “Beauty Water” that is based on a webtoon had a brisk start-off in Box Office, Taiwan, ranking first in the first week of its release for the first time in Korean animation history. Apart from these achievements, K-webtoons and webnovels are made into movies or TV dramas across borders, with secondary content such as goods and special exhibitions produced for their fans. In particular, many of the beloved works are officially published as paper books. Join us on the journey into the charms of K-webtoons and webnovels that make you want to see them time to time again.

### **I shall not miss the next episode! - K-Webtoon**

Korean comics ushered in a new era of changes through the Internet from the late 1990s to the early 2000s. The platform of the K-webtoon market has been transforming based on online portals since the mid-2000s and has grown into the market that is being loved by readers across the world. President Moon Jae-in of Korea wore a mask with a webtoon character drawn on it marking Cartoon Day on November 3rd, which has drawn attention as well. He mentioned the current status of the rapidly growing K-webtoon market, saying, “Webtoons are being recognized as the ‘New Hallyu (Korean Wave)’ that represents K-content.”

*Tower of God* (YOUNG COM) with 4.5 billion worldwide views in total is a webtoon that is serialized every Monday on Naver, a Korean portal website, since 2010. It is about Baam, the main



protagonist, climbing to the top of the tower in search of his best friend, Rachel. The comics have been on an indefinite hiatus since June, but it has been keeping first place among other competitive webtoons released on Monday, maintaining good marks from readers before then. Its huge popularity backed the joint production of the animation “Tower of God” by Korea, the US, and Japan. This bears a significant meaning as it was the first time in history that global content industries have actively participated in the production and distribution of a movie that is based on a webtoon. The animation, as soon as its first episode was released, drew explosive popularity, ranking as the 9th most trending issue on Twitter in the United States.

*Odd Girl Out* (Onda) by Morangji is a story about a warm-hearted girl. Nari meets friends who seemed perfect on the outside but actually were feeling lonely inside, and they go through several incidents together and become real friends. It is a Monday webtoon featuring the friendship of 17-year-old girls. It was made into a web-drama in Korea, and with pop-idols taking the main roles while rolling out stories that peer kids can relate to, it proved the current popularity of the cartoon. New episodes of webtoon *Odd Girl Out* are steadily updated, so if you haven’t seen it yet, go check it out!

Meanwhile, *Yumi’s Cells* (Wisdom House) is a webtoon full of many charming points that features the story of cells living inside the main protagonist Yumi. Apart from the Hungry Cell who controls appetite and Love Cell, which is the prime cell in the group, all the adorable cells, including the Emotional Cell, Rational Cell, Blabbing Cell,

Hysterious, and the Inner Peace Corps, work hand in hand for Yumi in their unique way. After five years and seven months, the series has wrapped up at the end of October this year. The comics were made into a game for its fans to play, and even opened a special exhibition. If you are curious about what the cells in our body are doing, how about you start reading an episode or two of Yumi's Cells which is full of imagination?



*Tower of God, Odd Girl Out, Yumi's Cells*

### **Please continue! - Webnovels**

Webnovels that offer different entertaining factors to imagine and read depending on the style of the writers are also one of the contents that people pay attention to alongside webtoons. Webnovels are in a complementary relationship with webtoons, and many webtoons are based on webnovels in Korea.

“Yes, I accept the divorce. And I request approval of my remarriage.” Webnovel *The Remarried Empress* (Happy Books 2U), a representative novel in “Series,” an online webnovel platform

serviced by Naver, is a hot property with 70 million cumulated downloads up to date. As a romantic comedy about a not-so-normal story where the emperor requests to be divorced after falling in love with a slave, and the protagonist empress Navier declares to be remarried to the emperor of the neighboring empire. The independent personality of the empress who paves her own way instead of fighting to be loved by the emperor is thought to be the driver behind the novel's popularity. The webnovel and the webtoon version are both ongoing and are recommended to webtoon beginners as the storyline and plot are well-organized.

*Gwanghae's Lover* (Siganyehaeng) is a romance novel about a love story that unfolds as Gyeongmin, a time-traveling girl, meets crown prince Gwanghaegun who came over from Joseon during the Japanese invasion of Korea. Since the first episode in 2013, its highly-immersive story, delicate sentences, and the doleful love story have been the spices adding to its popularity, making it one of the romance history webnovels steadily beloved by readers until today. It began to be serialized in Naver Webtoon recently, raising the expectations of readers looking for another fresh, charming story.

Another popular webnovel *Justice* (Hainaim) is the best example of a webnovel turning into a TV drama. It is a thriller where a corrupt lawyer, the protagonist who had a deal with a devil for revenge, meets a man who has become the devil himself to save his family and dig up the behind-the-scenes of VVIPs in Korea amidst the socially shocking news where actresses are going missing one

by one. It is a completed series rated 9.9 out of 10 in Korea. The novel was made into a TV drama backed by its popularity, where it overpowered other dramas airing on Wednesday and Thursday. Take a glimpse at it, and you will never be able to put it away until you finish it.



*The Remarried Empress, Gwanghae's Lover, Justice*

## The Golden Age of K-Webtoons & Webnovels

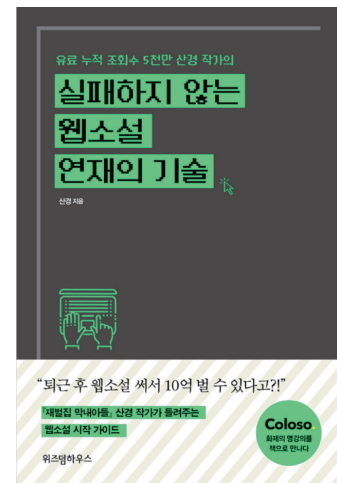
Unlike how webtoonists are highly recognized these days, their environment and treatment back in the 1990s were very poor, establishing the idea that cartoonists in Korea are bound to starve. However, K-webtoons and webnovels are enjoying a rosy time as computers and the Internet have become common, and IT technologies and platforms have developed. Recently, they are being called the “goose that lays golden eggs” as the leader of secondary content using the “one-source, multi-use” method that aims for the ripple effect of one source being adopted to other genres.

Book *Era of Webtoons* (RH Korea) is an interview collection written by journalist Wi Geun-Woo. It contains interviews he had with young webtoonists who jump across genres from movies to novels and dramas with their original webtoons. It features the struggles and values of active webtoonists today, including Cho Seok, Lee Mal-Nyun, Jeong Da-Jeong, Super Pink, Ha Il-Kwon, Kian 84, and Miti – all representative webtoonists of Korea.

Pretty much everyone might have thought of making a webtoon, especially if they have been impressed by a webtoon or webnovel such as *Misaeng* (The Origin), *Along with the Gods* (Anibooks), and *Goodbye, Mom* (Gobooki Books). The book *Webtoon School* (Sigongsa) is for those that want to become a webtoonist and draw webtoons but do not know where to begin or got stuck in limbo while plotting a story. It is a good guide to understanding webtoons and stories, providing help for how to look at the world through webtoons and why you want to create one.

*Guaranteed Tips for Webnovels* (Wisdom House) is written by webnovel writer Sankyung, in the middle of immense popularity with her *The Youngest Son of Sunyang* (KW Books), where she shares numerous thoughts and know-how she learned as a webnovel writer. It introduces how to survive in the webnovel market along with how-to-succeed tips, finding the source for the story, setting, characters, gathering materials, plotting, and rules to follow when serializing your work.





*Era of Webtoons, Webtoon School, Guaranteed Tips for Webnovels*

According to the trend analysis report on the content industry for the year 2020 and the second half of 2019 announced by the Korea Creative Content Agency, the export volume of Korean comics, including K-webtoons was 45.98 million dollars, which is a 13.6% rise from the previous year. It is to be hoped that the steadily growing K-webtoon and webnovel industry become mega popular across the world as leaders of the new Korean Wave and enable them to be commonly found in global citizens' daily life.

## EXPORT CASE

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# Performance Summary of Korean Publications in the Global Publishing Market in 2020 and Prospects for 2021

Written by Joseph Lee (President of KL Management)

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Performance summary of Korean publications in the global publishing market in 2020

The year 2020 will be recorded as a year in which Korean publications have had a meaningful experience in the global

publishing market. It is because they have received balanced positive feedback in both fiction and non-fiction categories and in the Asian, European, US, and UK publishing markets. While certain titles or areas had been the cherry on the cake in the past, the trend has changed in 2020. Books in various genres have shown almost equally significant performance in various language regions. This can be interpreted that K-books are having closer interactions with readers across the world while gaining more influence in the global publishing market.

In the first half of 2020, the publishing industry in the world has had an unexpected time of turbulence due to the pandemic, where bookstores closed, and publishers had to work from home. Adding fuel to the fire, numerous offline events expected to be held in cities across the world, such as international book fairs or meet & greets, had to be canceled. While this tragic situation persists, publishers in each country, including Korea, found ways of overcoming difficulties and came up with follow-up measures. And with them striving to revitalize the contracting market, the industry has been minimizing the losses in sales they had expected for the year. Yet, it is inspiring that K-books are at least driving positive outcomes from the overseas publishing market.



*Almonds, Kim Ji Young, Born 1982*

One of the titles that outperformed in the overseas publishing market this year was *Almonds* (Changbi) of Sohn Won-Pyung. It made prominence in various publishing markets, including Asia, Europe, Britain, and the US. Published in Japan last year, *Almonds* has won first place for translated novels at the Bookstore Award in Japan in April. It had been hot news as it was the first time a Korean writer or an Asian writer won the award. Meanwhile, her *Counterattack at Thirty* (Eunhaengnamu) and *Prism* (Eunhaengnamu) published in 2017 and September 2020 respectively had their translation rights sold to Japan. In China, after news broke that the world star group BTS had recommended *Almonds* spread among local readers, this book is known to be rising in sales. The English version of the book was sold in May 2020 by HarperVia USA, which was then chosen as a “book of the month” on Amazon.com. *Almonds*’s translation rights have been sold to 17 countries as of early December 2020.

Apart from Sohn Won-Pyung’s *Almonds*, another rising star in

fiction was undoubtedly *Kim Jiyoung, Born 1982* (Minumsa) by Cho Nam-Joo. Published in April this year in the United States, the book was long-listed for translated literature at the National Book Award USA, chosen as a “New York Times Notable Book of 2020” by the New York Times, and designated as a “Best Book of 2020” by NPR and Time Magazine. It was even before drawing a positive response from the Western publishing market that it became a bestseller in Japan in 2018. No matter what, *Kim Jiyoung, Born 1982* has been the hottest property in the overseas publishing market. Just like its predecessors who have established the foundation for Korean literature and formed a wide fanbase in the global publishing market such as *Please Look After Mom* (Changbi) by Shin Kyung-Sook, *The Hen Who Dreamed She Could Fly* (Sakyejul) by Hwang Sun-Mi, and *Vegetarian* (Changbi) by Han Kang, *Kim Jiyoung, Born 1982* will follow in their footsteps and be remembered as a notable Korean book.



*I Decided to Live as Myself, Being Comfortable Without Effort*



For non-fiction, Kim Su-Hyun's works have been eliciting a notable response from the Southeast Asian publishing market, including Japan. Her books are rapidly building up a fan base in Asia. She has successfully built a cornerstone with *I Decided to Live as Myself* (Woods of Mind's Books) and stood shoulder to shoulder with the top non-fiction writers with her new book *Being Comfortable Without Effort* (Noll of Dasan Books). According to Dasan Books in Korea, the publisher of the book, *Being Comfortable Without Effort* by Kim Su-Hyun has been exported to Japan for more than 200 million won in prepaid royalties. This implies that the value of Korean non-fiction titles has risen. On top of these, *I Want to Die but I Also Want to Eat Tteokppokki* (Heun) by Baek Se-Hee and *I Almost Lived Life to the Full* (Woongjin Thingbig) by Hawan have had good sales records in Japan, receiving positive responses from local readers in the Southeast Asian publishing market as well.

### **Prospects for the next year in the global publishing market**

The prospects of K-books in the overseas publishing market next year seem brighter than this year. The power of K-books has been growing until this year and is expected to be unleashed for an even greater performance next year. The first potential break-out candidate is Kim Ae-Ran. She has been in the spotlight as she has been the talk of the town since the early 20s, and she has been exhibiting her prowess as a writer and her literary values through various short-novel collections. Her first and only full-length

novel and the first exported work to English-speaking countries, *My Palpitating Life* (Changbi) is up and ready to be published in January next year by Forge in the United States. The book became a bestseller the moment it was released in 2011, and with unextinguished love from readers, it drew even more attention from the public when it was made into a movie. *My Palpitating Life* is about youth and love that makes our hearts flutter. Kim Ae-Ran's candid, refreshing, and sophisticated sentences reflecting her glistening insights towards love and moments in life – being a parent, a child, and an aging being – would make you smile until the end of the book and sometimes make you burst into tears.



*My Palpitating Life, Solo Leveling*

Another highly anticipated genre in 2021 is webnovels – especially those that are published as paper books. For example, *Solo Leveling* (Papyrus) by Chugong is a fiction serialized as a webnovel and a webtoon which was also published in a paper book edition. It is already a well-known title among overseas readers. Also,

*Omniscient Reader's Viewpoint* by Singshong has achieved brilliant success in Korea, and has gone beyond the realm of webnovels and webtoons, and is planned to be officially published as a series of paper books. Starting with this, *Omniscient Reader's Viewpoint* is expected to be translated and published in several other countries. In that sense, Korea's diverse publishing content will be able to expand the scope of the global distribution market and extend the domain of K-books, thereby drawing favorable economic outcomes as well.

## BOOK TRIP

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Bucheon, Gyeonggi-do

## An Urban Fantasia of Cartoons

Written by Lee Ji-Hyeon

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Located west of Gyeonggi-do Province, Bucheon is near central Seoul and borders Incheon and its beautiful ocean. Bucheon is referred to as the “city of art and culture.” It is not only the host of international festivals including the Bucheon International Animation Festival, Bucheon International Comics Festival,

Bucheon International Fantastic Film Festival, and Bucheon B-Boy International Championships but is also a leader of art and culture as it hosts the Poksagol Art Festival and fosters the Bucheon City Arts Group. Also, it marks the 3rd year of being designated as the UNESCO City of Literature, having its “historical heritage” based on literary activities in Bucheon, various festivals and abundant “cultural content,” and convenient “library infrastructure” recognized. Why not join us on the trip to Bucheon, the city of culture and creativity, closest to central Seoul?

### Remembering the times back then... : Korea Manhwa Museum



Views of Korea Manhwa Museum



Pen donations from 110 cartoonists commemorating the opening of the Korea Manhwa Museum (left) and a view of a comics store a long time ago in Korea (right)



From “comic books” where you would flip paper pages to “cartoon animations” where you would gather around with friends in front of TV and “webtoons (webcomics)” where you use fingers to swipe through the pages – the platforms for enjoying comics have changed. Still, they are yet a source of entertainment and happiness. The Korea Manhwa Museum was established to pass down our precious cultural heritage by collecting and preserving diminishing comics data and promoting the cultural and artistic values of comics. In particular, approximately 100,000 pages of handwritten manuscripts and about 8,000 rare comic books are preserved in its storage as of December 2011. The number is expected to grow significantly as it is the golden age of comics today. For the careful preservation of comics materials, the Korea Manhwa Museum has adopted cutting-edge devices for constant temperature and humidity, security, and disaster prevention to protect them securely from secondary damage.



Library inside Korea Manhwa Museum

The first thing you see as you enter the Korea Manhwa Museum would be the special exhibition. The currently on-going special

exhibition is “I was 16 back then,” which features books about comfort women forcibly mobilized during the Japanese occupation of Korea. Including *Spoiled Child* that won the grand prize at the 2019 Bucheon Comics Awards, *Grass, Flower Blooming Again*, *Her Story*, and *My Dear Girl* are exhibited. After enjoying the exhibition, you can go over to the permanent exhibition zone, experience zone, and photo zone to see more works and engage in activities. Also, in the library on the second floor, you can read as many comic books as you like including those you saw in the exhibition in the big reading zone prepared. If you are reluctant to visit the place due to the pandemic, you can also enjoy the online exhibition on the official website. Please refer to the website of the Korea Manhwa Museum below for more details.

**Korea Manhwa Museum:** <http://www.komacn.kr/comicsmuseum>

### Neighborhood Culture House: Yongbooks



Views of Yongbooks

Coexistence. A word referring to the state of living or existing at the same time or the same place in harmony. Little neighborhood bookstore Yongbooks, located close to Yeokgok Station in Bucheon,

is a bookstore run by Park Yong-Hee, writer of *It's 12pm, the Bookstore is Open* (Dreaming Life), that offers curations. Park Yong-Hee says, "I've been doing things related to books before I opened the bookstore. I was born a book lover, and I naturally got to open a bookstore as works related to books are so familiar to me." Curated books are mainly liberal arts books that the residents can find easy to read. Indeed, the bookkeeper offers customized recommendations for those who want. This is why people that are not friendly with books come to indulge in the charm of reading. These people soon become frequent visitors to the bookstore, naturally creating humble but fun reading groups that have regular meetings.



Vintage-style interior of Yongbooks

Yongbooks hosts three types of meetings: "Sseoyong (let's write)" where people gather to write stories, "Bwayong (let's read)" where the members read classics, and a transcribing meeting. Also, rather irregular wine meetings, vegan meetings, and authors' events are held where members can "learn and enjoy." It has been 2 years since the regular meetings have been held, and with a high participation

rate where everyone would join unless there is a special reason, people seem to be greatly satisfied as well. The bookkeeper feels the same way, too. Bookkeeper Park Yong-Hee says that spending time meeting various people in the neighborhood and having little chats with them is just so meaningful and fun, adding, “As Yongbooks does not have a billboard nor is a kindly bookstore, first-comers may feel a high barrier when visiting us.” However, unlike how the bookkeeper said, warm phrases are filling the walls of Yongbooks introducing the bookstore or about stories that visitors can refer to. A sharing bookshelf is scheduled to be opened next year to lower the barrier for neighbors to come freely and share their ideas and books, and another whole set of fun it will provide already makes us look forward to it.

**Kakaotalk Channel:** [https://pf.kakao.com/\\_Uxlqpd](https://pf.kakao.com/_Uxlqpd)

**Instagram:** @yong\_books

## Step by Step: 5km Books



Views of 5km Books

Young and bubbly, 5km Books is an independent bookstore and a publisher established in 2013. Beginning as a cafe, 5km Books



sells books and goods, not to mention all sorts of independent publications and self-curated books. The bookstore became a new influencer in the independent publishing industry with its unique sense; it is running online community meetings. Believing that “customers’ growth is our future,” 5km Books opens pop-up stores once or twice a year along with an online store and listens to readers’ stories like friends. Once you step into the offline store, the first thing you see will be, “How much of a good person are you?” The bookkeeper says that this phrase was meant to trigger both them and visitors to think whether I am a good person now or whether I talk back about others’ weaknesses or compare with them.



Independent publications sold in a pop-up store (left) and book guides (right)

5km Books could stand out in the independent publishing industry as all the staff members were authors that make independent publications and readers at the same time. The bookstore picks the two most charming points of independent bookstores to be, first, they are less limited from covering slightly sensitive topics than their counterparts, and second, authors can fully unleash



their potential as they work as individuals. Just like the members of 5km Books who say that they fell into the charm of independent publications after their first encounter with them, how about wrapping up the day reading a unique, colorful independent work by your bed?

**Online Store:** <http://5kilomarket.com/>

**Instagram:** @5kmbooks

### Almost a World Book Repository: Eghunbooks



Views of Eghunbooks

As bookstores are closing around us, it is just joyful to encounter a secondhand bookstore on the street. Some people think secondhand bookstores to be a place that sells books others have been reading, but once you discover the true values of a secondhand bookstore, you will find yourself completely captivated by its charms in no time. Eghunbooks is a representative secondhand bookstore in Bucheon with a whopping 300,000 books, including books across genres such as children's stories, novels, self-development books, reference books, magazines, foreign books, and even 300-year-old ancient material. It is also one of the biggest

bookstores in size nationwide. Just like one of the visitors' reviews that "you can feel the unique smell books have," your jaw will drop as you look through bookshelves filled with books and the smell of books in the air as you enter. There's no book in Eghunbooks that the bookkeeper does not know, as he says he's been steadily collecting books he wanted to read from his early days in adulthood across the country.



Caricature of the bookkeeper by the entrance (left) and stored books (right)

If an ordinary bookstore mainly curates newly published books, secondhand bookstores cover books that can be found only in secondhand bookstores, such as antique and rare books. You'll have mixed feelings when you see once-best sellers as "masterpieces" in the corner of a secondhand bookstore, as everyone has different feelings and ideas depending on with whom, where, or when they read the book, and who used to like it. The bookkeeper of Eghunbooks says, "Even though these books have lost popularity, they could be books that someone out there is desperately looking for to read, as precious pieces." He opens the store every day for that one precious book that will find its owner. Hoping to become

a bookstore where anyone looking for a book can stop by and take some rest in comfort, Eghunbooks is also available online.

**Online Store:** <http://www.eghunbooks.com>

## KOREAN PUBLISHERS

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### Hyang Publishing House

Picture Books with Colorful Scents

Organized by Lee Ji-Hyeon

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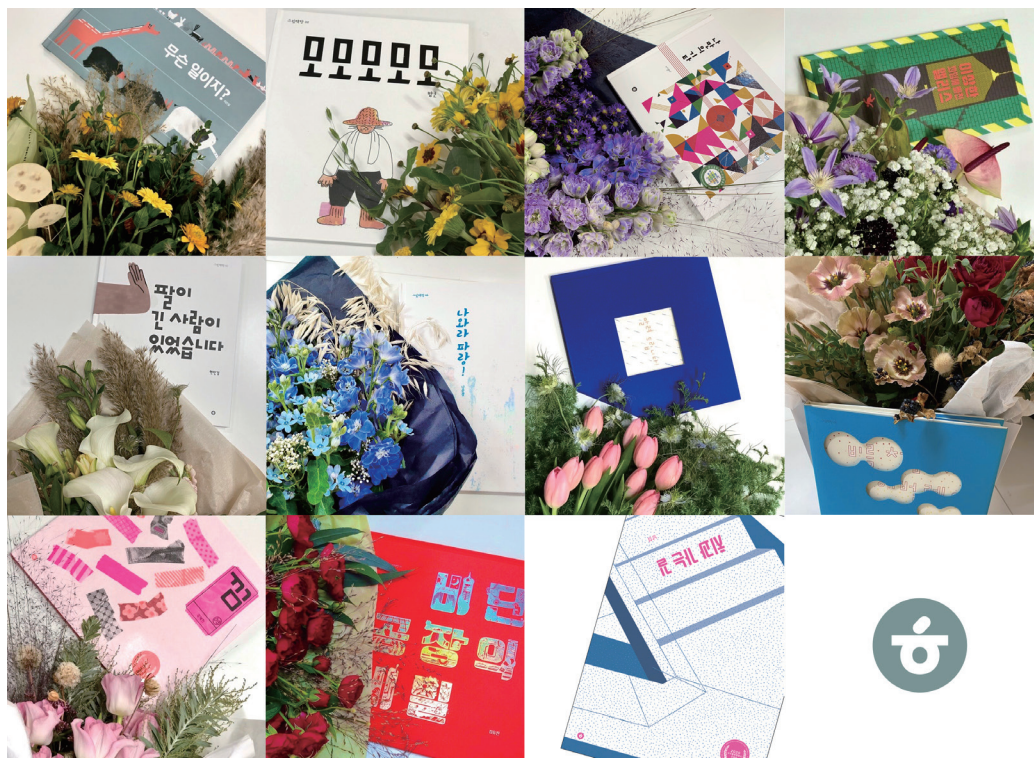
Hyang Publishing House is a one-person publisher that opened in October last year. It has published 11 picture books up to date, and their achievements are jaw-dropping coming from a new-born publisher. The creative workshop for picture books “Picture Book Hyang” run by the publisher’s leader has given birth to numerous outstanding talents who have gone on to win the Bologna Ragazzi

Award each year. Hyang Publishing House takes a new perspective towards the world and chooses authors and works by discovering new writers with unique artistic talents. Following is an interview with Kim Hyang-Soo, the head of Hyang, which boasts high-quality picture books published with rather picky standards.

**Please introduce Hyang to our readers.**

As a former head of Picture Book Hyang, I have been publishing picture books ever since I set up Hyang Publishing House in October 2019. We have a total of 11 picture books published today. Hyang was established to set forth as a publisher capable of verifying the numerous experiments Picture Book Hyang had been making. This is why many of the titles of Picture Book Hyang are quite unfamiliar to readers. As such, I am experimenting with new and creative picture books. Also, I am focusing on fostering new authors. Experienced and professional authors are reluctant to pursue an experimental spirit, but new authors are different. They are ready to take on challenges. Among the 11 picture books we have published, 7 of them were financially supported by the government's publication support organization after being chosen as excellent publishing content. I believe that all these accomplishments were possible as they brought out our challenging spirit. Now, I would like to introduce 11 picture books that we have published during the past year.





From top left: *What is happening?*, *Rice, Rice, Rice*, *My own guitar*, *Alice In The Land Of Tricks*  
 From center left: *A guy with long arms*, *Come out, Blue!*, *I can dry anything!*, *A Caterpillar Who Experiences Rain for the First Time* and *a Ladybug Who Has Experienced Rain Once*  
 From bottom left: *Gum*, *The secret of the silk factory*, *Going to the Dental Clinic*



**Pleases introduce us to Picture Book Hyang, a company that has won multiple awards up to date.**

Picture Book Hyang is a creative workshop of authors. Since 2013, about 80 new picture book writers and more than 100 picture books from the workshop have been produced through various publishers. In particular, from 2013 to 2019, I, the head of Picture Book Hyang and editor, and Publisher Kinderland (Bandal) have published 50 new and unfamiliar picture books through close cooperation.

\* *K-Book Trends* Vol. 27 – Interview with Kinderland (Bandal)



Picture Book Hyang is like a “picture book school” to creative picture book writers. The biggest characteristic of its course is that it makes picture books by “writing” pictures. So, it’s not that you write the story first and then add pictures to it – you draw the pictures first and choose to add texts to them or not. This might be quite a new concept to you. The reason why I began to study “writing” pictures is that many writers were obsessed with the stereotype that picture books are storybooks, making it more difficult for them to hold their pens. So, by adopting the “writing pictures” strategy, authors can approach picture books looking at them as a formative language, and therefore texts become an option or a supplementary means. Text can be totally omitted from the book.

This allows picture book writers to break free from the box and expand the realm for picture books and readers. Also, it helped Picture Book Hyang to publish more than 100 new picture books and win in four major contests in Korea; its four books won the Bologna Ragazzi Award, and fifteen illustrators were chosen as the illustrator of the year in the Bologna Illustrators Exhibition.

**What is the standard or values that you take into consideration when choosing writers or works?**

Hyang Publishing House mainly publishes picture books made by new authors cultivated in Picture Book Hyang. Among the member artists, we especially choose works of those who have a

fresh perspective towards the world or show a unique art world of their own. It is because we want picture books to be enjoyed by all generations no matter kids or adults, as they mainly consist of pictures and images, and we want them to be full of exclusive artistic values.

**Hyang Publishing House became one year old two months ago. How do you feel about the past year?**

I have published a total of 11 books during the past year. They are all new authors' books. As I have been working as a picture book editor and director, I realized that there are too few picture book writers in Korea compared to Europe, the US, or Japan. So, I thought a lot about how to foster new picture book writers and make cool but yet unfamiliar picture books to be commonly found in bookstores. Fifteen years have passed, and now the picture book market in Korea has grown exponentially, publishing picture books with quality as good as people around the world would envy. The number of writers has increased, not to mention the publishers. At this moment, Hyang Publishing House is mulling over the next new path to walk on.

It might be a bumpy road, but based on my experience, I will definitely find a breakthrough. So, please look forward to it.

Please recommend us three representative books of Hyang Publishing House.

1) *Rice Rice Rice*, written by Bamko

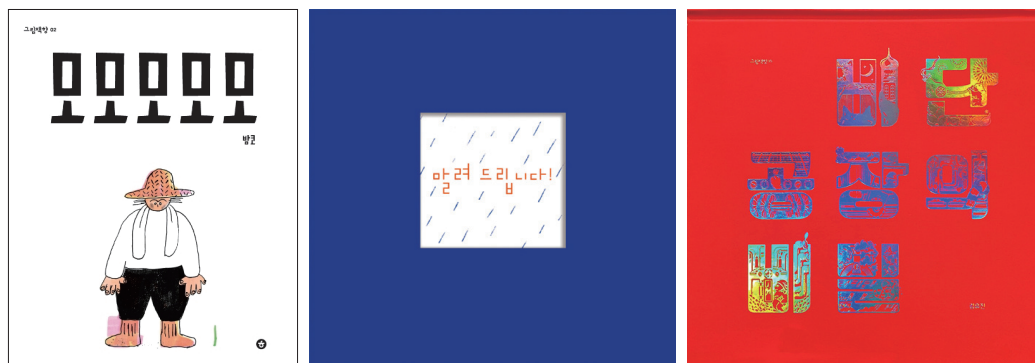
This book consists of easy puns, but it provides an in-depth impression that lingers after you finish it. This impression comes from the book's format, where typography was used to simplify images. Then, the second wave of impression comes from how differently the author has described the beginning and end of farming.

2) *I can dry anything!*, written by Namsum

This book is about a commonly found drying rack. It has turned a small and trivial source found in daily life into a very entertaining but simple to read story. It does not take long for a drying rack, which is made to dry laundry, to transform into a rack that dries emotions.

3) *The secret of the silk factory*, written by Kim Yoo-Jin

This book is filled with power that makes you have a whole different view of the world. You won't be able to think that roses bloom in summer just because the season has come around again after reading the book. Akin to a graphic novel, this book offers imaginative pictures of nature's magic along with poems full of metaphors and symbols.



*Rice, Rice, Rice, I can dry anything!, The secret of the silk factory*

**Is there a reason for choosing “picture books” among other genres, and what do you think is the power of picture books?**

I think that it is the picture books that chose me, not that I chose to write them. I couldn't read a picture book when I was young. I read children's books. I got to learn about their existence when I became an editor. When I opened a picture book then, a mysterious, amazing world that I have never seen unfolded before my eyes. And I got swirled into it. I really didn't want to fall in love with them. It must be a little prank that picture books are playing on me. (Laughs) I think the power of picture books is that they are “easy.” They are easy to read and easy to look at. You can read it repeatedly, like tens or hundreds of times, but you'll never get bored. They would just open you a whole new world every time you flip over the first page. Picture books can become a theater stage, a film, a poem collection, and a novel. Also, it is perfect for photo collections. So, what should I say? There is no way out.

What kind of publisher does Hyang Publishing House want to become, and what are your future plans?

Hyang Publishing House will continue to make “delicious” picture books with new authors. No matter how many of them you enjoy, we will be steadily serving you with “new-flavored” picture books. And from 2021, we are planning to expand our field to liberal arts, art, and childcare.



## KOREAN AUTHORS

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### Writer Cheon Seon-Ran

**A Rising Star in Science Fiction, Bridging Imagination and Reality**

Organized by Lee Ji-Hyeon

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Writer Cheon Seon-Ran, whose eyes would shine brightly while reading science newspapers, is a rising star in SF novels. Making her extraordinary debut after winning first place in SF novels with her nuclear-apocalypse series *A Broken Bridge* (Gravity Books) in

BritG, an online web-novel platform in March last year, and making an official publication in September. Adding to this magnificent career, she won the 4th Korean Science Literature Award with her *A Thousand Blues* (Hubble) this year. Following is an interview with writer Cheon Seon-Ran who writes stories bridging imagination and reality.

**Please introduce yourself to our subscribers.**

Hello, I am Cheon Seon-Ran, a novelist. My major field is science fiction, but I am also writing novels of a variety of genres.

**You said that you went to an art school and majored in creative writing to become a “person who writes stories” from an early age. What motivated you to dream of becoming an author?**

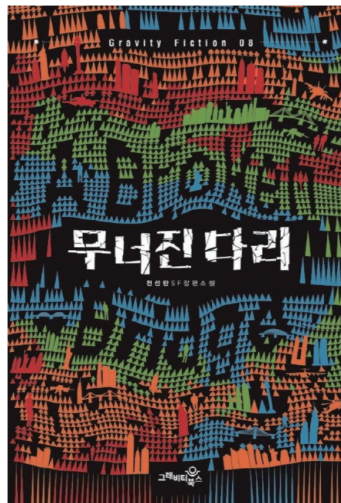
I used to daydream a lot since I was a kid. I would imagine, “something’s going to happen here,” wherever I go. And this naturally got me to think that I would be happy if I got a job later on that has to do something about writing stories. I hesitated between writing scenarios and novels, but as I wanted to have an in-depth education in story-writing, I got to choose to major in creative writing.

Please introduce your best works to our subscribers.

I made my debut in 2019 with *A Broken Bridge*, a full-length SF novel. It's about a nuclear rocket falling onto the US continent, which eventually made it unlivable for any beings. Androids are sent to cleanse the contaminated area, and there they make their independent advancement. The main character, "Ain," was a former astronomer who lost his body to an accident and put his brain into an android. The storyline sounds huge, but it is quite speculative. This novel won the excellence prize for full-length novels at the 7th SF Awards 2020.

The novel collection *Some Shape of Love* (Arzak) released in 2020 is composed of short SF stories. It includes short stories I have been uploading to "BritG," an online novel platform for short novels and other unreleased stories.

And my recent full-length novel *A Thousand Blues* won the grand prize for full-length novels at the 4th Korean Science Literature Award in 2019. It is a story about a racehorse named "Today" who is waiting for euthanasia, "Collie," a broken jockey robot, and a mom and two daughters who band together with them. I wanted to write a story where the characters fight against the big world and win a victory.



*A Broken Bridge, Some Shape of Love, A Thousand Blues*

Why did you choose to write SF novels, and how did you get to be interested in them in the first place?

I was interested in various genres, but I chose SF as I thought that what I want to tell and science fiction were on the same page. I really like the genre itself, to be honest. The sense of awe you can feel from science fiction always made my heart pound. So I made up my mind that if I were to keep on writing stories, I would write what I want to write through the genre that I like.

Science Fiction novels are dominating the shelves in bookstores this year as if they have become the new mainstream. What do you think about this?

In my opinion, readers concentrate on a certain genre is because it is “fun,” and I think that “fun” comes from “interest.” Stories

that are quite distanced from the readers' generation could be fun, too, but it is difficult for them to be spotlighted by many people in the contemporary world. I believe that SF embraces issues of the current generation, for instance, minority, hatred, discrimination, and climate change. I think SF has rapidly gained popularity as these issues are covered by the genre in an intriguing and entertaining way.

**How do you find motifs or ideas for your stories?**

I read science articles a lot. And I begin setting up the plot for my story, thinking about how the things I discovered from the articles could be realized in the future. But if the story does not put emphasis on the technological aspect, I push forward with the emotions that I felt in daily life. I begin to create a world inside the story that blends emotions like anger, sadness, and beauty that I felt in moments in life.

**You are a rising star in the literary world as you won the grand prize for full-length novels at the 4th Korean Science Literature Award in 2019 with *A Thousand Blues*. Please tell us how you feel and your future work plans.**

The biggest thing the award got me to think about was that now I can write stories that I want. I'd better write more exciting stories, many of them! As I have several contracted novels, I would be



steadily writing and releasing novels for the next five years. I am just so excited as I have drawn sketches about the stories. I would be mainly writing SF novels, but sometimes a bit of thrilling and historical elements could be added, too.

**Last of all, please leave a message for our subscribers.**

When I first decided to become a novelist, my most desperate goal was to write a story that could linger in one's heart, at least one. And now I know that it is the most difficult thing to do. But there's no going back, and I will continuously work on writing stories that are remembered by at least one reader. I hope you could send me support and encouragement on my journey towards that goal!

## Publishing Industry

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# Current status of each field in the Korean publishing market

## 12. Publications of Children's Books/Teenage Books

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

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One of the most active publishing areas in almost any country is children's books. Many of the children's books in Korea (for preschoolers and elementary schoolers) have long been focused on education, learning, or cognitive development for its expected

roles. However, they are undergoing evolution today as a tool for delivering necessary knowledge and wisdom for kids to actively cope with the world while nurturing their boundless imagination with entertaining elements. Meanwhile, the publishing market for teenagers, which is relatively smaller than children's books in terms of titles and size, is growing its influence in the market with more various and absorbing topics, not to mention the facilitation of reading education conducted in schools. The teen market is breaking out of the narrow frame of a "generation stuck between child and adult categories".

According to the publishing trend in the second half of 2019 released by the Publication Industry Promotion Agency of Korea (KPIPA), 7,337 titles of children's books were published in 2019. Among them, 2,863 titles were for preschoolers, and 4,474 were for kids. Compared to the number of titles published in 2015, preschoolers' books are on the rise while those for children are dropping. Their share among the entire new titles fell to 9.0% in 2019 from 12.6% in 2015. This could have been due to the fall in readership, but the bigger cause seems to be the much greater increase in the publication of adults' books.

According to the sales statistics of each field announced by Yes 24, one of the biggest online bookstores in Korea, in 2019, children's books accounted for 15.7% (5.6% for preschoolers and 10.1% for children) while teenage books took 2.1% among the entire sales, showing more than a seven-fold difference. Also, in the sales data of Kyobo Bookstore, a representative online and offline bookstore

nationwide, children's books accounted for 5.6% of entire sales while it was 8.5% for kids' books (it was 14.1% when considering the entire children's book categories). In the first half of this year, when COVID-19 began to spread, sales of children's books in Kyobo Bookstore increased by 22.5% year on year, where preschoolers' books saw a 4.1% increase. The major driver behind this upcurve is analyzed to be the rise in the direct purchase of books from bookstores as public and school libraries closed frequently while classes were held online. It was also an exceptional case for *Common Siblings* (I-Seum), a comic for children, to take first place on the bestsellers' list of Kyobo Bookstore in the first half of 2020.

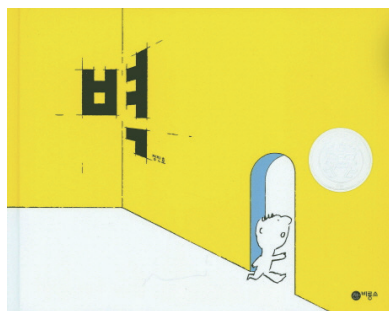


*Common Siblings* series

As such, books for teenagers are small in the number of titles and sales compared to children's books, and their influence in the publishing market is small, as can be seen from the fact that there is no bestsellers' list for teenage books. The proportion of publishers specialized in teen books also shows the current status. According

to the survey on the publishing industry in 2019, while there were 7.0% of publishers specialized in children's books, there were only 1.5% of publishers that focused on teen books (excluding school reference books). This is because as the adolescent period in Korea (mainly 6 years of middle and high school) is regarded as a period in which students focus on studying major subjects and prepare for college entrance, teen readers don't have time to read many general books other than educational materials.

The recent performance of children's and teen books was highly influenced by a school program called "one book for each semester" that was launched in 2018 for all elementary, middle, and high schools across the country. This program encourages students to read general books other than textbooks during the Korean language class and write reviews, which has eventually contributed to the facilitation of the publishing market alongside building a reading habit for students.



*Wall, The Moon Over the Apple Orchard, An Old Tailor Shop at Intersection*



In the children's book market, more writers are becoming globally prominent, and Korean writers are winning the Bologna Ragazzi Award at the Bologna Children's Book Fair almost every year. For example, in 2018, *Tree, Dancing* (Kinderland – Bandal) by Bae Yoo-Jung won the grand prize for the New Horizons category at the Bologna Ragazzi Award, and *Wall* (BIR) by Jung Jin-Ho and *WHO ARE YOU?* (Kinderland – Bandal) by Ahn Hyo-Rim were also honored with an award. Adding good news, in the following year, *The Moon Over the Apple Orchard* (Changbi) by Yoon Mi-Sook and *A Shadow* (Kinderland – Bandal) by Chae Seung-Yeon had the glory of winning an award. The award-winning work in 2020 was *An Old Tailor Shop at Intersection* (Woongjin Junior) by Ahn Jae-Seon.

In March this year, the “Baek Hee-Na” boom arose as she was announced as the winner of the Astrid Lindgren Memorial Award, which is referred to as the Nobel Prize for children's books, for the first time in Korea. Her seven best works include *Cloud Bread* (Hansol Education – Hansol Subook), *Magic Candies* (Bear Books), *The Bath Fairy* (Bear Books), and *I Am a Dog* (Bear Books) topped the list of bestsellers for toddlers. Other titles on the list included translated works such as *Big Apple, Bump!* (Borim) by Hiroshi, *I Love You Through and Through* (Prooni Books – Treasure Box) by Bernadette Rossetti Shustak, and *Frozen* (Applebee) by Suzanne Francis and domestic works such as *The 100 Great Men Who Brightened Korea* (I-Human) by Seol Min-Seok, a popular history lecturer in Korea, *We'll Always Be Together Again* (Wisdom House)

by Yoon Yeo-Rim, *The Battle of Tooth Kingdom* (Sangsang Box) by Lee So-Eul, and *What If I Get It Wrong?* by Kim Young-Jin.

\* *K-Book Trends* Vol. 26 – Interview with writer Baek Hee-Na

For children's books, imported titles such as the *Mystery Genius Butt Detective* (I-Seum) series and *The 117-Storey Treehouse* (Sigong Junior), the newest volume of the *The 13-Storey Treehouse* series full of imagination have been popular, while creative books by Korean authors have been showing a gradual upcurve. Meanwhile, children's books such as *The Dictionary of a Nine-Year-Old's Heart* (Changbi), a warm and humorous children's poetry collection by Park Sung-Woo, *Your Brain Rocks! Brain Explorers! Unlock the Secret* (Owl Book) by Jung Jae-Seung with a sub-title "humans have a bad memory," *Rice Cake Shop for Man-Bok* (BIR) by Kim Ri-Ri, *Wanini the Green Lioness* (Changbi) by Lee Hyeon, *A Strange Toilet* (Book Mentor) by Park Hyeon-Sook, *The No-Lose Toy Egg Vending Machine* (BIR) by Gwak Yoo-Jin, and *Moonlit Restaurant* (BIR) by Lee Bun-Hee. Also, for the *tasty learning* series produced by publisher Blue Garden, *Quiz for Children*, *Proverbs for Children*, *Four Character Idioms that Children Can Learn and Use Immediately*, *English Vocabulary for Children*, and *Grammar for Children* where "children can learn and use immediately" have been all popular. The support behind such good performance was comprehensive and remarkable editing skills that satisfied the curiosity of children readers and met the educational expectation of parents.



*Par-Int, Cherry Shrimp: Private Post, The Shop That Sells Time*

Teen literature is at the forefront of teen books in Korea. The characteristic of this field is that the market is formed around winners of literary awards for teenage books hosted by major publishers. For example, *Par-Int* is a winner of the Changbi Prize for Young Adult Fiction written by Lee Hee-Young that asks the meaning of good parents and family. Also, *Cherry Shrimp: Private Post* by Hwang Young-Mi is a winner of the Munhakdongne Award for Young People's Literature that encourages teens to live as who they are without concealing or disguising themselves as others and setting the school as the main background. Meanwhile, *A Shop That Sells Time* by Kim Sun-Young, who won the Jamobook Award for Young Adult Literature in 2011, interprets the duality of time, which can be perceived as a difficult topic and has been a popular book for almost 10 years. Also, *Almonds* by Sohn Won-Pyung is a coming-of-age novel about a boy that is unable to feel emotions. Winning the Changbi Prize for Young Adult Fiction, it was highly appraised by overseas readers, including Japan. Other well-known works

among teen novels are *I Will Cross Time For You* (Munhakdongne) by Lee Kkotnim, *The Giver* (BIR), an SF masterpiece by Lois Lowry who won the Newbery Medal, and *Wizard Bakery* (Changbi) by Koo Byung-Mo who came to the center of attention with his effervescent imagination that goes beyond the limits of coming-of-age novels.

In the field of history books for teenagers, the *History Inside Necessities of Life* (Changbi) series by Lee Young-Sook have been drawing popularity. Among the series, *The World History on My Dinner Table* takes familiar food ingredients such as pepper as the trigger for the journey into world history. It won the Changbi Prize for Young Adult Books for liberal arts. Also, following *World History in My Closet*, *World History Under The Roof* kindly explains interesting world history related to several spaces at home such as the study, attic, and bathroom. Moreover, *Infectious Diseases That Changed The World* (Darun) by Ye Byung-Il, which is in the spotlight amidst the persisting pandemic, is about the survival of human beings against germs and viruses. Also, *World Geography Connects Societies* (Sakyejul), a two-volume series by the Geography Teachers' Association of Korea, is widely sought by schools with recommendations from history teachers.



*Infectious Diseases That Changed The World, Conversation Starters: Sports, Studying Never Betrays You*

In the fields of art and culture, *Conversation Starters: Sports* (Chulsoo & Younghee) by Tak Min-Hyuk and Kim Yoon-Jin, *There Is No Same Red* (Changbi) by Kim Kyung-Seo that guides readers into the world of art, and *Answers to Eight Questions About History of Art* (Woori School) by Kim Jin-Yeop are some of the popular books read by readers, along with other liberal arts titles for teenagers about movies, music, or photography that are actively being published. Meanwhile, in the areas of mathematics and science, newly published *A Whole New Approach Towards Mathematics* (Book 21) by professor Choi Young-Ki of Mathematics Education at Seoul National University helps easy understanding of several mathematical concepts. Jung Jae-Seung's *Science Concert* (Across) that had issued its second revised and enlarged edition in 20 years settling as the representative science book for the public ever since its first publication in 2001 meets teenagers with a subtitle "providing straight answers in the complex world."

Books about “how to study,” which is probably the biggest pain in the neck for teens and parents in Korea, have been witnessing a steady growth in sales, forming a separate genre for itself. These books revolve around providing studying tips from well-known study mentors. For example, *The Moment You Fall in Love with Learning* (Dasan Books) by Park Sung-Hyuk has published a special edition in 2020, marking 100,000 copies sold since its first print in 2015. It explains the nature of studying and the fun you can find within it from the viewpoint of teenagers. Also, *Studying Never Betrays You* (Maven) by Song Young-Joon shares his miraculous experience of getting a perfect score at the national college entrance exam where he used to have the lowest score at school. On top of these, popular books in this field include *Kang Sung-Tae’s 66-Day Studying* (Dasan Edu) that introduces 33 studying habits and *Study Code 3.0* (The Nan Edu) by Cho Nam-Ho who talks about how students at Seoul National University study.



## Publishing Policy

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# Overseas Publication Grants

## Grants Awarded in 2020

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The Publication Industry Promotion Agency of Korea (KPIPA) has carried out the <Overseas Publication Grants 2020> to promote overseas advancement of Korean publications. The <Overseas Publication Grants 2020> has provided partial grants to overseas publishers who have published or are planning to publish Korean content under contract with Korean publishers. Criteria for assessment were quality of contents, marketability, and ability of the publisher. Different amounts of grants will be provided depending on the region (Europe, US, UK, China, Japan, etc.). Following is the grant-winning work of the <Overseas Publication Grants 2020>.

\* *K-Book Trends* Vol. 23 – Card news of <Overseas Publication Grants 2020>

### *Coming Home Alone?*

Writer | Sky Kim  
Illustrator | Jeong Soon Hee  
Publisher | Sakyejul Publishing Ltd.  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Alvita Publishing Co., Ltd  
ISBN | 9789579125628



### *Eotte Story*

Writer | Haruchi  
Publisher | HYUN BOOKS INC  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Alvita Publishing Co., Ltd  
ISBN | 9789579125697



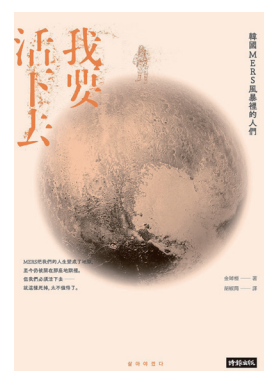
### *Three Moms & Three Lunchboxes*

Writer | KOOK, Ji-Seung  
Publisher | Bear Books Inc.  
Genre | Children's book  
Translated Language | Simplified Chinese  
Awarded Publisher | Children's Publications Co., Ltd.  
ISBN | 9789862744949



### *I'll Survive*

Writer | Kim Takhwan  
Publisher | BOOKSFEAR  
Genre | Literature\_Non fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | China Times Publishing Company  
ISBN | 9789571363264



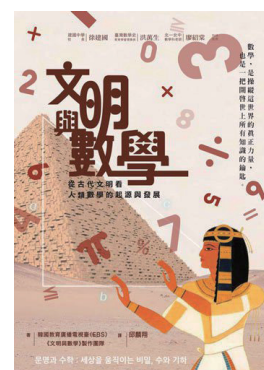
### *A Red Fruit*

Writer | Lee Gee Eun  
Publisher | Sakyejul Publishing Ltd.  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Ollin Publishing Co., Ltd  
ISBN | 9789869768252



### *Civilization and Mathematics*

Writer | Kim Hyeongjun, Kim Miran, EBS Production Team et al.  
Publisher | Minumin  
Genre | Humanities/Science  
Translated Language | Traditional Chinese  
Awarded Publisher | Sunny and Warm Publishing House, Ltd.  
ISBN | 9789869750981



### *Actually, I'm an Introvert*

Writer | Nam Insook  
Publisher | Book21 Publishing Group  
Genre | Essay  
Translated Language | Traditional Chinese  
Awarded Publisher | Titan Publishing Co.,Ltd  
ISBN | 9789861795836



### *Mr. Sunshine*

Writer | Kim Eun Sook, Kim Su Yeon  
Publisher | RH Korea Co.,Ltd.  
Genre | Literature\_Fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | Yuan Liou Publishing Co.,Ltd  
ISBN | 9789573286998



### ***BTS Marketing***

Writer | Park Hyung Jun  
Publisher | Book21 Publishing Group  
Genre | Business  
Translated Language | Russian  
Awarded Publisher | AST Publishers\_Lingua Imprint  
ISBN | 9785171199449



### ***Puberty Already? (Vol. 1-3)***

Writer | Kim Moon Sik  
Publisher | K.ONE Media  
Genre | Children's book, Comics/Graphic Novels  
Translated Language | Simplified Chinese  
Awarded Publisher | HUP LICK PUBLISHING (M) SDN BHD  
ISBN | 9789672329930



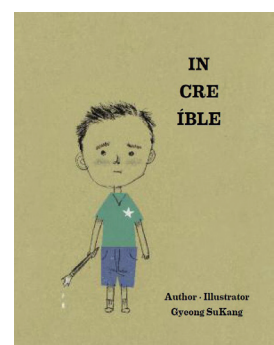
### ***12.2.1968***

Writer | Koh Kyung Tae  
Publisher | Hankyoreh Publishing Co.  
Genre | History/Humanities  
Translated Language | Vietnamese  
Awarded Publisher | Phan Le & Friends Company Limited (Phanbook Publishing)



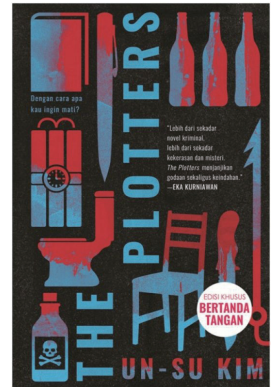
### ***The Stories Shouldn't Be True***

Writer | Kang Gyeongsu  
Publisher | SigongJunior  
Genre | Children's book  
Translated Language | Spanish  
Awarded Publisher | Lata de Sal editorial SL  
ISBN | 9788412078077



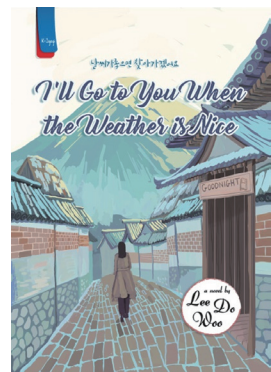
### *The Plotters*

Writer | Un-su Kim  
Publisher | Munhakdongnae Publishing Group  
Genre | Literature\_Fiction  
Translated Language | Indonesian  
Awarded Publisher | Noura Books (PT Mizan Publika)  
ISBN | 9786232421196



### *I'll Find You on a Beautiful Day*

Writer | Lee Do Woo  
Publisher | SIGONGSA Co.,Ltd  
Genre | Literature\_Fiction  
Translated Language | Indonesian  
Awarded Publisher | PT. Haru Media Sejahtera  
ISBN | 9786237351290



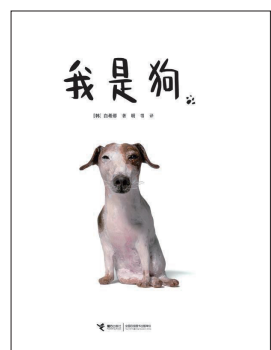
### *Women Who Draw Dreams*

Writer | Baume à l'âme  
Publisher | Baume à l'âme  
Genre | Literature\_Non fiction  
Translated Language | Japanese  
Awarded Publisher | tababooks  
ISBN | 9784907053413



### *I am a Dog*

Writer | Baek Hee-na  
Publisher | Bear Books Inc.  
Genre | Children's book  
Translated Language | Simplified Chinese  
Awarded Publisher | Jieli Publishing House Co., Ltd.  
ISBN | 9787544862622





## *Almond*

Writer | Sohn Won-Pyung

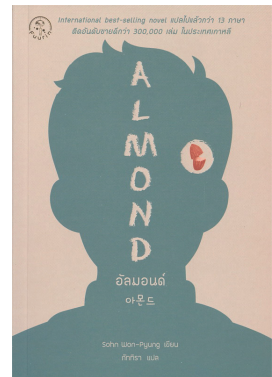
Publisher | Changbi Publishers, Inc

Genre | Literature\_Fiction

Translated Language | Thai

Awarded Publisher | SE-EDUCATION PUBLIC COMPANY LIMITED

ISBN | 9786160837410



## *What Is That in Your Bag?*

Writer | Sang-Keun Kim

Publisher | Hollym Corp., Publishers

Genre | Children's book

Translated Language | Norwegian

Awarded Publisher | Fortellerforlaget

ISBN | 9788281034129



## *It is Secret*

Writer | Park Hyunjoo

Publisher | IYAGIKOT PUBLISHING

Genre | Children's book

Translated Language | Traditional Chinese

Awarded Publisher | Alvita Publishing Co., Ltd

ISBN | 9789579125819



## *Little Mole's Wish*

Writer | Kim Sangkeun

Publisher | Sakyajul Publishing Ltd.

Genre | Children's book

Translated Language | Simplified Chinese

Awarded Publisher | Children's Publications Co., Ltd.

ISBN | 9789862744925





## The Secret of the Bamboo

Writer | Yang Seungsuk  
 Illustrator | Lee Jiyeon  
 Publisher | STORYNARA CO.,LTD  
 Genre | Children's book  
 Translated Language | Traditional Chinese  
 Awarded Publisher | Ollin Publishing Co., Ltd  
 ISBN | 9789869768245



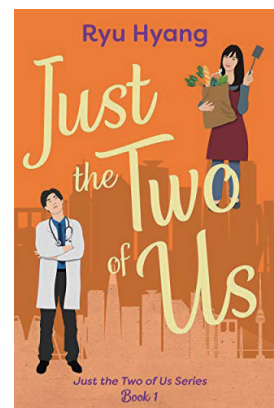
## *I Thought Everything Will Be Fine Once I Become an Adult: Psychology is Asking Grownups How They Are Doing*

Writer | Kim Hyenam, Park Jongseok  
 Publisher | porche  
 Genre | Humanities/Science  
 Translated Language | Traditional Chinese  
 Awarded Publisher | TITAN Publishing Co.,Ltd  
 ISBN | 9789861795928



## *Just the Two of Us 1 (Just the Two of Us Series Book 1)*

Writer | Ryu Hyang  
 Publisher | SHINYOUNG MEDIA SERVICE, Inc  
 Genre | Literature\_Fiction  
 Translated Language | English  
 Awarded Publisher | poppypub  
 ISBN | 9781952787058



## *Par-Int*

Writer | Lee Hee-young  
 Publisher | Changbi Publishers, Inc  
 Genre | Literature\_Fiction  
 Translated Language | Vietnamese  
 Awarded Publisher | VIET NAM AZ COMMUNICATION AND CULTURE COMPANY LIMITED  
 ISBN | 9786048893576



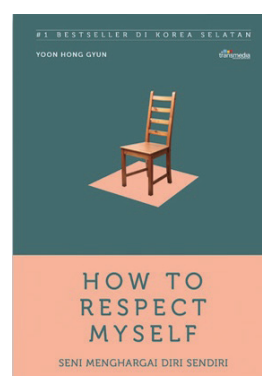
## ***Magic Candies***

Writer | Baek Hee-na  
Publisher | Bear Books Inc.  
Genre | Children's book (Age 1~5)  
Translated Language | Swedish  
Awarded Publisher | Tranan och Trasten AB  
ISBN | 9789189175211



## ***How to Respect Myself***

Writer | Yoon Hong Gyun  
Publisher | SIMPLE LIFE  
Genre | Self-improvement  
Translated Language | Indonesian  
Awarded Publisher | TransMedia Pustaka  
ISBN | 9786237100331



## ***The Dictionary of a Nine-Year-Old's Heart***

Writer | Park Seong-woo  
Illustrator | Kim Hyo-eun  
Publisher | Changbi Publishers, Inc  
Genre | Children's book  
Translated Language | Japanese  
Awarded Publisher | Shogakukan Inc.  
ISBN | 9784092272170



## ***Curious about My Body, not the Baby***

Writer | Woo Ah-Young  
Publisher | Humanist Publishing Group Inc.  
Genre | Health/fitness/dieting  
Translated Language | Simplified Chinese  
Awarded Publisher | Beijing Sunnbook Culture & Art Co., Ltd



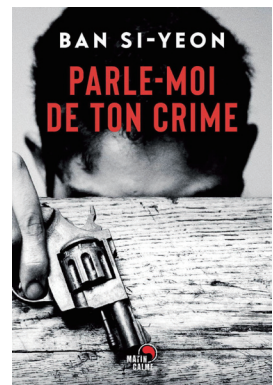
### *The Strange Ideology of a 'Normal' Family*

Writer | Kim Hee-Kyung  
Publisher | East-Asia Publishing Co.  
Genre | Humanities  
Translated Language | Simplified Chinese  
Awarded Publisher | People's Oriental Publishing & Media co.Ltd  
ISBN | 9789571377322



### *Abys*

Writer | Ban Si-yeon  
Publisher | INDIEPAPER  
Genre | Literature\_Fiction  
Translated Language | French  
Awarded Publisher | Matin Calme  
ISBN | 9782491290184



## New Books

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### See What They Mean, Say What You Mean

Having problems with your child  
that cannot be solved  
with a loving heart?



This question  
might come  
repeatedly  
to your mind:

*How  
Should I Talk  
to My Child?*





Doctor Oh Eun Young reveals 130  
**“Simple Expressions”** parents can follow,  
 reflecting 200% of the reality.

Rather than saying,  
 “Stop crying, will you?  
 You have done no good.”

How about,  
**“I will wait for you  
 until you’re done crying.”**



Rather than saying, “Stop whining!”

How about,  
**“Is it hard to say  
 what you want?”**



Rather than saying,  
“How many times do I have to tell you?  
You forgot it again?”

How about,  
**“You must!  
Remember this!  
You must!”**



“

If you are a parent,  
you need to use the language of parents.  
No matter how you talk “originally”,  
if you try, you can change as well.

It is possible  
because you love your child,  
and you are a parent.

”

**Advice** and a warm touch on  
the back for parents  
who never give up trying  
for better childcare  
even though problems  
may not be  
instantly solved





**“You and your child  
will be able to do it, 100%.”**



## See What They Mean, Say What You Mean

: 130 Expressions to Start With Oh Eun Young



Written by Oh Eun Young

Illustrated by Cha Sang Mi

Gimm-Young Publishers Inc.

## Best Sellers

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# 1st Week, December 2020

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

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With another freezing cold winter settling in, the new year of 2021 has come. While various Korean books are found on the integrated list of bestsellers announced by four major online bookstores in Korea for the first week of December 2020, the top ranks were dominated by foreign books. For example, *First Person Singular*, the come-back novel of Haruki Murakami after 6 years, who is a Japanese writer but has a Korean fan base as well, topped the list, followed by *The Tyranny of Merit: What's Become of the Common Good?* by Michael J. Sandel who has become a huge sensation in Korea. These are real examples of Korean readers' enthusiasm towards new works of popular overseas writers.

Recently in Korea, books related to stocks and investment are at the center of attention, reflecting the uncertain economic market due to the pandemic while in line with the end-of-the-year season. *Celltrionism* is a book about “Celltrion,” a bio company that is being accentuated across the world in the current situation. With the subtitle, “How does Celltrion work?,” this book includes A to Z of how Celltrion grew to become a global enterprise that has changed the paradigm of the bio-drug market. Also, *Mr. Market 2021* is a book about prospects for the stock market next year written by “the Three Professionals TV (Sampro TV),” which is the top YouTube channel for economy boasting 150 million cumulated views. It has been spreading fast among readers as it is known to include information about 15 prospective industries for investment in 2021.

Meanwhile, essays that thaw the icy cold winter can be found among the bestsellers as well. For example, *Just Be Nice to Those Who Are Nice to You* is mainly about how to cope with interpersonal relationships. It talks about how important it is to take care of yourself rather than trying to become a good person for others. Even though it has become difficult to gather around with people as usual due to the pandemic, how about sharing warmth with precious people around you by giving books as a present?

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

# BEST SELLERS

1		<p><b><i>First Person Singular</i></b></p> <p>Author   Haruki Murakami          Publisher   Munhakdongne          Genre   Fiction</p>
2		<p><b><i>The Tyranny of Merit: What's Become of the Common Good?</i></b></p> <p>Author   Michael J. Sandel          Publisher   Mirae N – Wiseberry          Genre   Politics/Society</p>
3		<p><b><i>Dollargut Dream Department Store</i></b></p> <p>Author   Lee Mi-Ye          Publisher   Factory Nine          Genre   Novel</p>
3		<p><b><i>Trend Korea 2021</i></b></p> <p>Author   Kim Nam-Do, Jeon Mi-Young, Choi Ji-Hye, Lee Hyang-Eun, Lee Joon-Young, Lee Su-Jin, Seo Yu-Hyun, Kwon Jeong-Yoon, Han Da-Hye          Publisher   Miraebook          Genre   Economics &amp; Business Administration</p>

# BEST SELLERS

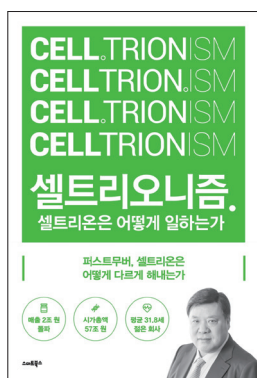
5



## See What They Mean, Say What You Mean

Author | Oh Eun Young  
Publisher | Gimm-Young Publishers Inc.  
Genre | Home & Childcare

6



## Celltrionism

Author | Jeon Ye-Jin  
Publisher | Smart Books  
Genre | Economics & Business Administration

7



## Poem of Mindfulness

Author | Ryu Si-Hwa (edited)  
Publisher | Suo Books  
Genre | Poem

8



## The Mysterious Candy Store 9

Author | Reiko Hiroshima  
Publisher | Gilbut School  
Genre | Children

# BEST SELLERS

9



## Mr. Market 2021

Author | Hanyoung, Kim Hyo-Jin, Lee Da-Sol,  
Lee Hyo-Seok, Yeom Seung-Hwan  
Publisher | Page 2 Books  
Genre | Economics & Business Administration

10



## Just Be Nice to Those Who Are Nice to You

Author | Kim Jae-Sik  
Publisher | Wisdom House  
Genre | Essay



## #K-Book

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## #Trend & Marketing

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

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### *Discovery of the Usual*

#### 1. Publication Details

Title | Discovery of the Usual  
 Subtitle | Usual Observations, Notes, Music, and Underline  
 Author | Yoo Byoungook  
 Publisher | Bookhouse Publishers Co.  
 Publication Date | 2019-08-05  
 ISBN | 9791164050321  
 No. of pages | 280  
 Dimensions | 128 \* 185

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#### 3. Book Intro

How do copywriters spend their daily lives so that they can come up with such brilliant ideas? How do they spend time in free time? The book *Usual Discovery* talks about how the author as a copywriter and creative writer, usually spends his time, i.e., time spent in observing things, taking notes, listening to music, and underlining sentences.

The author is a creative director of the advertising agency TBWA KOREA, and 18-



year career copywriter. His famous advertising copy includes e-Pyeonhansesang's "Build with Sincerity," and SK Telecom's "Do what you think, that's the answer." This book reveals how everyday's small ideas are transformed into special ideas in an emotional and refined style of writing. It also gives a reader an opportunity of peeping into the ordinary yet extraordinary life of a creative director. Author Yoo Byoungook says, "If you do not flow 'usual' away, and instead you enjoy the 'usual,' the 'usual' will quietly present you with sparkling joy." The book contains such shining moments. For example, you should care about the smallest detail to make a "15-second" ad, capture the brightest moment through unbiased observation and keen sense, have your own style while respecting others', listen more carefully if some music is particularly good, and be sympathized with the leaders who achieved the peak in their field while reading their interviews. The book is filled with the joys that the author had when some ideas came upon to him while filming commercials, watching TV, meeting juniors, eating, listening to music, or reading on Instagram. Perhaps the readers of this book will discover how abundantly they can fill the ordinary time they sometimes waste. Such moments are life's hidden gems.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2187](http://www.k-book.or.kr/user/books/books_view?idx=2187)

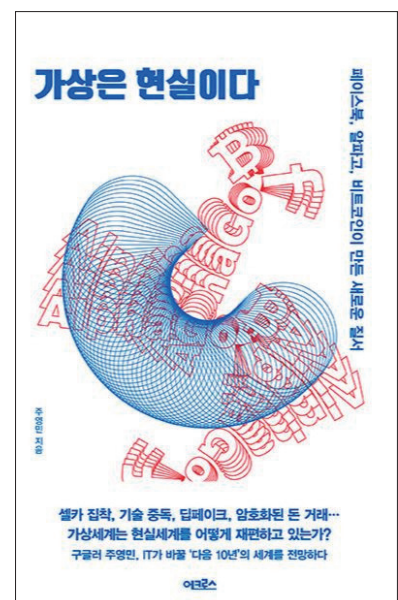
## *The Virtual Revolution*

### 1. Publication Details

Title | The Virtual Revolution  
 Subtitle | How Facebook, AlphaGo, and Bitcoin are Transforming Our World  
 Author | Joo Youngmin  
 Publisher | Across Publishing Group Inc.  
 Publication Date | 2019-06-28  
 ISBN | 9791190030106  
 No. of pages | 352  
 Dimensions | 140 \* 210

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### 3. Book Intro

We now live in a world that's a mix of virtuality and reality. Over the last decade, virtualization created by social media, artificial intelligence, and cryptocurrency has changed human's psychology and behavior and interaction as well as politics, society and economy. Now we communicate more in virtual spaces like Facebook and Instagram than offline, and plan our lives to get more likes. When surfing the web, we rely on artificial intelligence to make everyday choices such as what to read, what to see, and what to buy.

While working at Google and observing fast-changing trends, author Joo Youngmin realized that virtual reality is replacing real life, from mundane things to monetary power. This book shows how the flow of virtualization is reorganizing humans and our society in a fundamental way. For example, Some people make themselves the others by exposing themselves on SNS. Artificial intelligence contributed to the production of fake contents and placed people under its surveillance. And virtual currencies made the government and banks lose its power.

*The Virtual Revolution* clearly shows the reality of virtualization that we do not know or only imagine dimly, and helps us to understand the present situation where virtuality and reality are intertwined, and to imagine a future where virtualization will prevail over the reality. This book will give us clues to proactively respond to massive civilizational changes without being passively swept away.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2242](http://www.k-book.or.kr/user/books/books_view?idx=2242)

### *How to Work with the Post-90s Generation*

#### 1. Publication Details

Title | How to Work with the Post-90s Generation

Subtitle | Reverse Mentoring to Solve Generation Gap

Author | Choi Gyeongchun

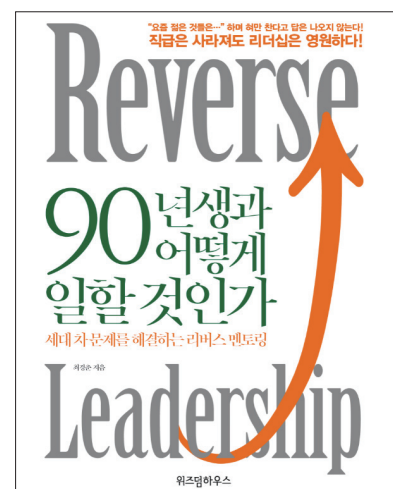
Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2019-05-29

ISBN | 9791190065689

No. of pages | 344

Dimensions | 148 \* 210



## 2. Copyright Contact

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## 3. Book Intro

Those born in the 1990s, who have become major consumers in the market, are attracting attention as the generation that determines the rise or fall of a company. On the other hand, the reality is that they are frustrating the leaders of organization as new recruits. Considering that they are a generation who are self-centered and clear in their dislikes and likes, existing styles of leadership will not work. Nowadays, many leading corporations are increasingly using formal names instead of titles like deputy general manager and general manager. This means that organizations are avoiding hierarchy based on rank and creating horizontal organizational cultures. But even if ranks are gradually disappearing, leadership will not disappear. Leadership will take the place of responsibility vacated by position. This book first tries to make sense of the characteristics of millennials, represented by the generation born in 1990s, then suggests new leadership solutions to guide them.

Now, it's important to be able to produce meaningful results, not just "create performance if you do anything." Unilateral work orders no longer cause subordinates to move. They will move when they see the performance goals of the work directly and know its value.

The book provides not just mentoring for seniors, including new leadership guidelines, but also a reverse mentoring system called "Junior Mentors, Senior Mentees." In addition, it introduces a good system that is good for immediate application to the organization, for example, how to become agile coaches, which is a leader model based on agility rather than perfection. This book is a must-read for readers who are afraid of being referred to as "old school" and those who do not understand the behavior of their employees.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2250](http://www.k-book.or.kr/user/books/books_view?idx=2250)

## *We Sell Personal Tastes*

### 1. Publication Details

Title | We Sell Personal Tastes  
Subtitle | Everything about Spatial Branding  
From Concept, Design, Service to Marketing  
Author | Lee Kyungmi  
Publisher | Sam & Parkers  
Publication Date | 2019-07-01  
ISBN | 9788965708230  
No. of pages | 252  
Dimensions | 150 \* 224

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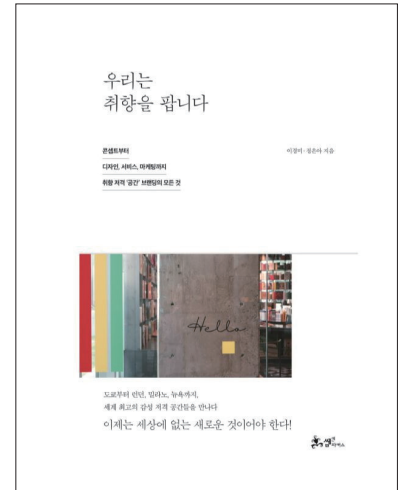
### 3. Book Intro

In an era when the terms "taste shooting" and "taste respect" are becoming common, consumers in their 20s, 30s and 40s are willing to open their wallets to "expose taste," even if they are stringent about everything else. They are willingly to exposure (or boast) their taste on SNS and build relationships irrespective of age or gender. From "Cafe Tour" people, who visit an Instagram shrine and take a stock photo, to the office workers who go to a one-day class after work to meet people with similar tastes, taste consumption has become a huge trend that's now here to stay. What kind of "taste" do they buy in what kind of "space" to enjoy their "sentiment" consumption or "psychological satisfaction to price" in their "Querencia" sanctuaries?

Lee Kyungmi and Jung Eunah are "space branding" experts who read the ever-changing consumer trends and precisely combine details ranging from concept setting to design, service and marketing in the space. It's not just about the "interior," but incorporating the location, the display, the lighting, the copper, the touch, the smell, the sound, the temperature, the props, the packaging, and the staff's attitude into the space to create a kind of magic that makes people like the space.

This book contains both the author's travels around the world and the points of spatial branding analyzed from the perspective of a planner. The book introduces more than 100 unique spaces around the world, from London, New York and Tokyo to Berlin, Milan and Amsterdam, where you can read the latest global trends.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=1950](http://www.k-book.or.kr/user/books/books_view?idx=1950)



## *The Secrets Behind Things that Look Good*

### 1. Publication Details

Title | The Secrets Behind Things that Look Good

Subtitle | How Small Changes in Design Lead to Big Jumps in Sales

Author | Langju Lee

Publisher | Influential Inc.

Publication Date | 2016-04-11

ISBN | 9791186560112

No. of pages | 280

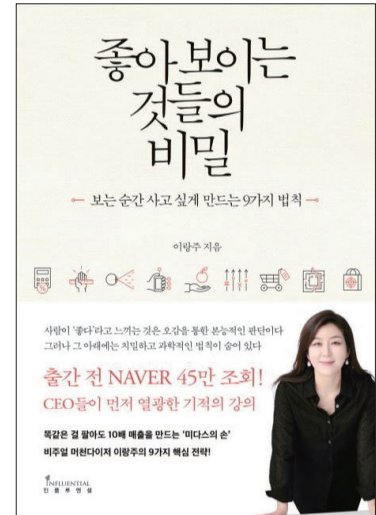
Dimensions | 152 \* 215

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### 3. Book Intro

Why does Starbucks uses its flagship shade of green in 5% of store space? Why is there a fruit corner at the entrance of the supermarket? What is different about the restaurant lighting that makes it so good for selfies? Behind things that look good, an elaborate and scientific strategy lies hidden. What a person feels so "good" is an instinctual judgment made with all five senses. There are nine scientific rules which control such instincts. What are the secrets behind things that look good, hidden in color, temperature, angle, and movement pattern?

*Secrets Behind Things that Look Good: How Small Changes in Design Lead to Big Jumps in Sales* (Publisher Influential) is a book written by a visual merchandiser, Dr. Langju Lee. Lee, known for "Midas touch" due to her ability of saving dying businesses, spent 13 years in charge of luxury brand stores in large department stores. After that, she established a social enterprise to discover and help one man businesses, small shops, and traditional markets that are often ignored by customers because they are "not visible," even though they sell "good stuff." Many shops and businesses have been revived with her help and the advice that design is not just about visual impact, but is the core of a management strategy. This book was written with the intention of spreading such experiences more widely to more people.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2281](http://www.k-book.or.kr/user/books/books_view?idx=2281)



## 2020 Upheaval of Wealth

### 1. Publication Details

Title | 2020 Upheaval of Wealth

Author | Park Jonghoon

Publisher | BOOK21

Publication Date | 2019-07-10

ISBN | 9788950981983

No. of pages | 260

Dimensions | 146 \* 210

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### 3. Book Intro

Park Jong Hoon (M), head journalist of the economics department at KBS, proposes "signals" as a way to read the upcoming "upheaval of wealth" in 2020. This book analyzes whether financial crisis will really take place in 2020 and shows readers how to sort out fake and real signals from the myriad of information. In addition, the book introduces seven major signals: interest rates, debt, bubbles, exchange rates, China, population and concentration. It gives keen predictions, through the eyes of an expert, on how each change will bring different changes. Lastly, the book also suggests an investment strategy based on the author's know-how about winning out in a near-term economic crisis. An economic crisis is unavoidable in our future. This book will be a decisive opportunity for readers to create opportunities without falling into the disruption of wealth.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2198](http://www.k-book.or.kr/user/books/books_view?idx=2198)

## *Today's Children, Today's Adults*

### 1. Publication Details

Title | Today's Children, Today's Adults  
Subtitle | A Korean Generational Analysis Report  
Author | Kim Yongsub  
Publisher | BOOK21  
Publication Date | 2019-04-29  
ISBN | 9788950980870  
No. of pages | 316  
Dimensions | 148 \* 210

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### 3. Book Intro

Nowadays, millennial generation and generation Z, the so-called "current generation," are hot issues in Korean society. As a marketing target that is driving the consumer market, as voters who have a strong influence on politics and society, and as members of the organizations who will influence the development of the company, these groups are explored in many research reports.

It is very important to understand them properly. However, knowing only the current generations is not enough. In Korea, it is not only these two generations, but also generation X and the baby boomers, or "adults," are leading society together. The adults, who are as indispensable in our society as those born in 1990s, are also evolving with the changes of the times. Today's Children, Today's Adults is a book that explores 4 generations, called "Big 4," millennials, generation Z, generation X and baby boomers.

Why do new hires as millennials quit their job within a year? Why do people in their 40s, who were once Generation X, the so called New Generation, behave like old fossils at work? Is it true that people in their 20s and 30s compete against those in their 50s and 60s for the same job? Will inter-generational conflict become more serious in the future? Can generational conflicts be resolved in this ageing country? This book comprises a total of 63 questions. By looking at the characteristics and interests of all the Big 4, it provides an opportunity to understand children and adults of today and to think about how to live and work with them. Furthermore, by reflecting major issues for each generation and age, it will make it possible to penetrate deep into Korean society.

The change of times is creating a situation that was correct in the past but is wrong in the present, or was wrong in the past but correct in the present. Through this book, you will realize that understanding generations is understanding Korea in all areas of politics, the economy, society, and culture.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2199](http://www.k-book.or.kr/user/books/books_view?idx=2199)

## Deep Insight for the Future

### 1. Publication Details

Title | Deep Insight for the Future  
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Author | KBS "Deep Insight For Future"  
Production team  
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ISBN | 9791186560204  
No. of pages | 320  
Dimensions | 152 \* 225

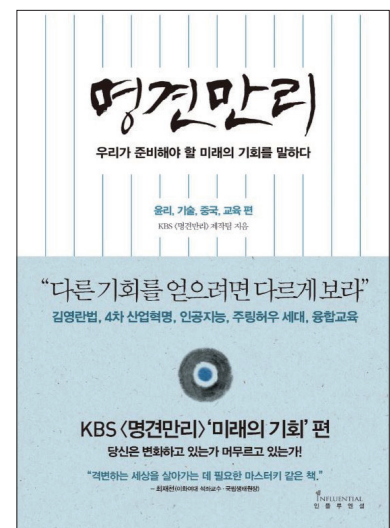
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### 3. Book Intro

The series *Deep Insight For Future*, aired on KBS, shocked watchers by opening a new discourse on the most important issues for humanity in the future, including population shock, education and technology. This book was recommended by many institutions and provincial governors, including Korea Development Institute and Seoul City mayor Park Won-soon. Also it was steadily loved by readers by ranking no 1 in Business and Economy category.

If the previous volume of *Deep Insight for the Future* showed the breakdown of the existing predictions about the population, the economy, North Korea, and the medicine, this volume *Deep Insight For Future - Ethics, Technology, China, and Education*, explores opportunities to change the future of our community and individuals in relation to ethics, technology, China, and education. This book presents all of future opportunities, such as the Kim



Young-ran Act (anti-bribery and gift Act), good consumption, convergence education, the Fourth Industrial Revolution, platform revolution, Post-90s generation, and artificial intelligence. It covers information that practitioners in each field must know, from science and technology where the most rapid changes are taking place, to education where the pace of change is slow.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2283](http://www.k-book.or.kr/user/books/books_view?idx=2283)

## *What Is Changed, What is Unchanged*

### 1. Publication Details

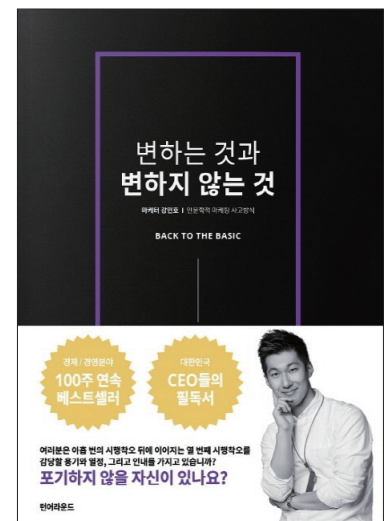
Title | What Is Changed, What is Unchanged  
Subtitle | Humanities Based Marketing Mindset  
Author | Kang Minho  
Publisher | TURNAROUND  
Publication Date | 2018-06-01  
ISBN | 9791196372101  
No. of pages | 284  
Dimensions | 148 \* 210

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### 3. Book Intro

Relationships over transactions, basics over fashion, essence over phenomenon! The book begins with questions and concerns about the basics and essence of marketing and where the relationship begins, not the brilliant marketing skills and techniques that are currently in vogue. This unusual departure for a marketing book reminds us of the nature of marketing, which brings "commercial" to mind. The author, who has experienced the successes and failures of various businesses, confesses that the end of unsustainable business was only emptiness, and that knowledge and facts were very different from actual wisdom and truth. After all, he says that the nature of business is not knowledge and technique, but mature personality and humble attitude. He walks on a tightrope between philosophy, humanities and marketing. He says that marketing starts from humans, even if the shell is marketing, and a customer is a human not a number displayed in financial statements. Marketing is the process of understanding and solving human problems in order to form



and sustain relationships and removing the unnecessary packaging to uncover the simple and essential value, rather than adding to and packaging things or just improving technology and techniques.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2263](http://www.k-book.or.kr/user/books/books_view?idx=2263)

## Brand Marketers' Stories

### 1. Publication Details

Title | Brand Marketers' Stories  
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Dimensions | 148 \* 217

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### 3. Book Intro

*Brand Marketers' Stories: Food, Music, Travel and Reading* recorded the most pre-orders out of all contents during its funding period on the contents platform PUBLY, as of June 26, 2018. From March 13, 2018, to May 24, 2018, the funding rate reached 1,796%. Why did so many PUBLY readers tap into this digital content and heed the authors? Baemin, Space Oddity, Airbnb, and Trevani are popular brands that most people in their 20s and 30s have "liked" at least once. At the same time, they are brands that have changed the way we live our lives. It is interesting to talk about the unknown story behind a well-known brand, but there is another reason for turning the digital content of "*The Story of Brand Marketers*" into a paper book. We wanted to weave and spread the stories of marketers struggling for better brands and better lives. When choosing a way of life, a brand is a means, a taste and a philosophy. We recommend this book for readers who want to learn their favorite brands, those who are concerned about work-life balance, and those who are waiting for a better way of life. Like the identity of marketers who cannot be separated from the brand and self-awareness, this book is too trivial to be referred to as a business or economic book and too professional to be referred to as an essay. I recommend *Brand*

*Marketers' Stories* to young professionals in their 20s and 30s who want to work hard, lead their life, and enjoy working and living more.

\* [http://www.k-book.or.kr/user/books/books\\_view?idx=2215](http://www.k-book.or.kr/user/books/books_view?idx=2215)