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# K-Book Trends

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

## TREND

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<b>Korean Publishers</b>	Publisher EcoLivres
<b>Korean Authors I</b>	Writer Jung Yeo-Wool
<b>Korean Authors II</b>	Writer Myung Soojung
<b>Korean Authors III</b>	Writer Ha wann

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<b>Korean Translator</b>	Jamie Chang
<b>#K-Book</b>	#Fantasy Webnovel
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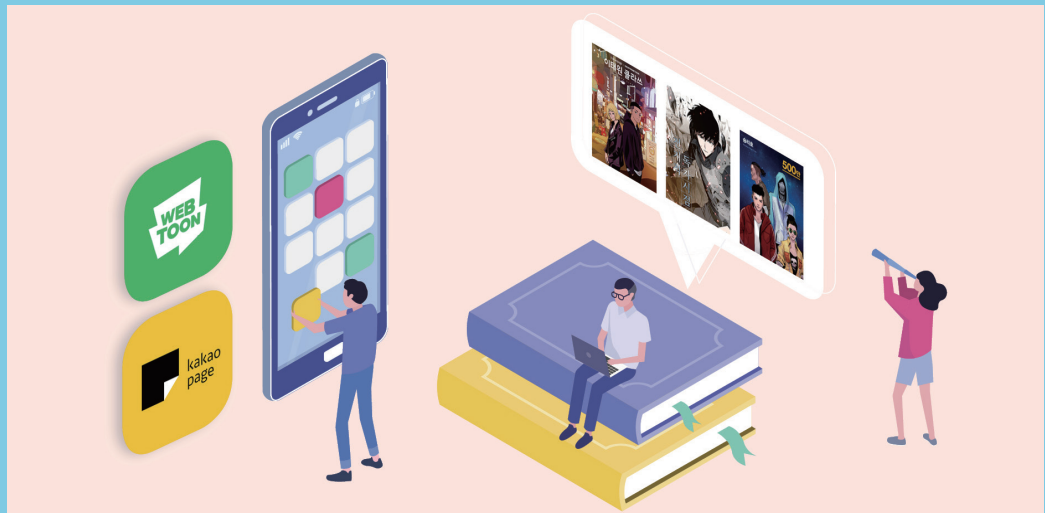


## TOPIC

## Naver and Kakao Compete Over Acquisition of Web-novel and Webtoon Platforms

Written by Ryu Young-Ho

(General Manager of KYOBO BOOK Centre Co.,Ltd, Digital Transformation Division)



Web-novel and webtoon markets optimized for mobile consumption for their short-length content are growing exponentially. Serialized web novels are settling in at the center of the e-book market with the

facilitation of membership services. According to the status report on web-novel users released by the Korea Creative Content Agency (KOCCA) in 2020, the web-novel market is a promising market showing steady growth, assessing the field as the next leader of K-content given that the current trend of paid services continues. Experts in the industry expect the size of the web-novel market in Korea to reach 600 billion won in 2020 from approximately 20 billion won as of 2013.

According to the status report on webtoon businesses announced by KOCCA in 2020, the webtoon market in Korea is estimated to have grown from 466.3 billion won in 2018 to 640.1 billion won in 2019. The market's annual growth of 20-30% is indeed the fastest pace in the overall content industry. Also, according to the Cartoon Industry White Paper 2020 released by KOCCA, the global webtoon market is worth approximately 7 trillion won, and the global comics market is estimated to be about 15 trillion won. Physical comic books account for about 5.7 trillion won within the market, which is still a big proportion, but the overall market is likely to grow up to 100 trillion won supported by the MZ generation (Millennial Generation + Generation Z)'s high preference and mobile content optimized to smart devices.

The current expansion of content through One-Source Multi-Use (OSMU) has let web novels and webtoons once regarded as a subculture for minor fans permeate into the pop culture. Popular web novels and webtoons had their interesting stories verified among the readers, proving that they are powerful in guaranteeing

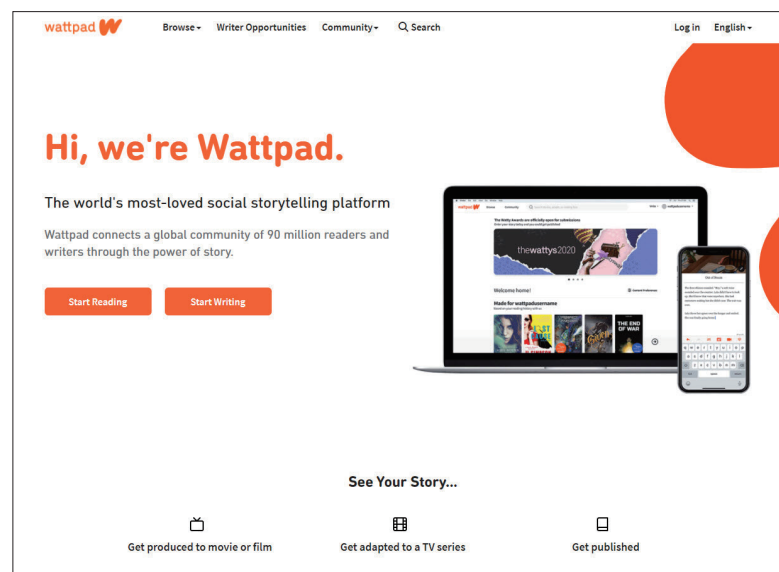
basic consumption based on "multi-use," or media franchise. Furthermore, the high expectation on the global growth potential of web-novels and webtoons along with added values of IP (Intellectual Property) businesses in the mid-and long-term perspective are drawing interest and investment from large businesses.

Notable companies, in particular, are Naver and Kakao, both of which mainly grew based on content businesses for a long period in such a business environment. They are especially enlarging their influence by aggressively acquiring global web-novel platforms in a bid to secure original IP. The web-novel market began to take root in 2013 when Naver started to use the term "web-novel" in earnest. The web-novel platforms of the two big portal companies – Naver's Series, Kakao Entertainment's Kakao Page – are expanding their target areas with names "Story Entertainment" and "Storynomics." The two IT companies are also carrying out web-novel and webtoon businesses for global users intending to establish a creative ecosystem and produce similar content as that of Marvel and Disney. They are reinforcing their competitiveness by investing in and acquiring local platforms, mainly in North America, Japan, and Southeast Asia. Now, let's look into their major business status and strategies.

### **Naver and Kakao collide over original IP**

First of all, following its announcement in January, Naver completed the acquisition of Wattpad, the biggest web-novel platform in the world. Along with Wattpad, which it acquired 100% of the share

for 600 million dollars (approximately 660 billion won), Naver has finished preparations for boosting the capacity of their “storytelling platform” for content, including video-making of webtoons and web novels. The market’s high anticipation for Naver’s Wattpad acquisition is the one billion stories left by its 5.7 million writers. Naver can reproduce web novels that had their literary value and charm verified by global readers into webtoons. Above all, Wattpad being a powerful channel for securing original IP written in multiple languages, seems to be enough for explaining its expected effects.

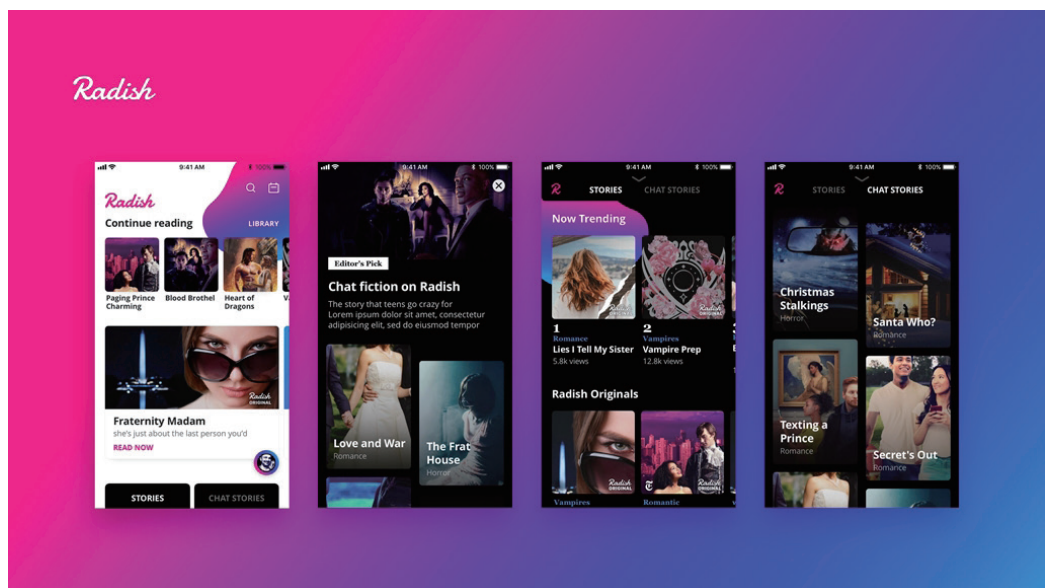


The biggest web-novel platform in the world, “Wattpad,” was acquired by Naver.

Naver is already proving the success potential of “webtoon-izing” web novels through titles such as *Remarried Empress* and *Omniscient Reader’s Viewpoint*. Hence, as 80% of Wattpad subscribers are Z generation, Naver can produce and distribute webtoon versions of content popular among the 10s and 20s suitable to the global

market. Also, Wattpad's video production service "Wattpad Studio" is likely to create a synergy effect with Naver Webtoon's "Studio N" and produce various videos of the original secured IP.

The board of directors at Kakao Entertainment, a subsidiary of Kakao, resolved to acquire webtoon platform Tapas and web-novel platform Radish in North America last May. This investment was a recognition of their values – 510 million dollars (about 600 billion won) for Tapas and 440 million dollars (about 500 billion won) for Radish. Kakao Entertainment, holding hands with Tapas and Radish, is planning to launch a platform in Taiwan and Thailand while expanding into the Chinese and Indian markets as well.



Web-novel platform "Radish" in North America was acquired by Kakao.

Before merging into Kakao Entertainment, KakaoPage once mapped out establishing a global network that covers all regions, including the United States, China, and Southeast Asia. Hence, the recent

investment in Radish can be understood as Kakao's strategy of expanding its influence in the global market by securing both domestic and overseas IP. KakaoPage has carried out other investments as well in order to expand its IP business – it invested a total amount of 100 billion won in companies including Radish, Kross Pictures, D&C Media Co., Tapas, and Toyou's Dream.

Recently, Naver and Kakao collided over the acquisition of "Munpia," a no.3 web-novel platform in Korea. Naver has formed a consortium with a domestic private equity firm, and Kakao is known to be in talks with a foreign strategic investor over setting up a consortium as well. Munpia is a general web-novel platform that provides web novels of various genres, particularly martial arts fiction. Starting as an online community named "GO! 武林 ("Murim"; martial arts)" in 2002, it converted to a corporation in 2012. Having an average monthly view of over 100 million, 400 monthly visitors, and 47 thousand registered writers, the industry estimates Munpia's corporate value to be over 300 billion won.

Pouring hundreds of billions won each, Naver and Kakao are in an all-out war to secure massive IPs centering on web novels, webtoons, and videos. In order to suit overseas readers' languages and cultures, the companies are securing a great number of works created by local authors. It is anticipated that the two IT companies will preemptively take hold of content meeting various preferences and create a synergy effect by linking them with domestic content.



## Aiming to establish an ecosystem for content production based on stories

The ultimate reason Naver and Kakao are eager to secure web-novel and webtoon platforms channeling massive financial resources is for the opportunity to dominate the market. The two companies have an infrastructure that can reprocess and distribute the IP they secured through their platforms and production systems. It is in the same line as the vertical integration strategy of global content platform companies such as Netflix, Amazon, and Disney. In particular, web-novel platforms are the cheapest and safest channel for securing creative IPs, where one can maximize profits with webtoon, video (TV drama, movie), game, musical, and character businesses through the “multi-use,” or media franchise service.



Webtoon *Omniscient Reader's Viewpoint* made out of an original web-novel serialized on Naver (left), webtoon *Itaewon Class* serialized on KakaoPage which was produced as a TV drama (right)

Naver and Kakao are focusing on strengthening their competitiveness by acquiring overseas platforms, but are also actively investing in securing original IPs in Korea. For instance, Naver Webtoon offers an opportunity for anyone to succeed as a webtoon artist through its “Naver Canvas” platform, the first of its kind in the industry. Its “Biggest Contest on Earth” is held each year to facilitate the content environment and expand the horizon of domestic webtoon and web-novel industries. While the third contest ended recently, the winners earn the opportunity of serializing their web novel on Naver and having it promoted for free at 10 pm every day on Naver Series. They also have the chance of officially serializing their work on Naver Webtoon after reproducing it into a webtoon. Naver says it is planning to provide authors a stable environment and providing wider options for readers by fostering potent writers themselves.

Kakao Entertainment is preparing to launch “KakaoPage Stage,” a free web-novel platform for cultivating amateur web-novel writers. It provides a chance for writers to serialize their works, and it supports those with the potential to make their debut on KakaoPage officially. Also, it opens various programs such as annual contests, academies, and industry-university cooperations to discover new amateur writers. Kakao Entertainment is also running “Novel Comics Company,” a company-in-company, that presents popular web novels as webtoons. About 120 web novels, including *Solo Leveling* (D&C MEDIA) and *Overgeared* (referring to a character equipped with fine gear), were reproduced as webtoons.





*Steel Rain 3* (left) and *Space Sweepers* (right), representative works of KakaoPage's Super IP project.

Web novels and webtoons, the leaders of the “short-form” content market optimized for mobile devices, are entering a new phase through active acquisitions of overseas platforms. The competition between the leading IT firms Naver and Kakao is heightening the values of original IP. The winner will be the one who establishes a network between writers and readers by the nature of platforms more effectively and maximizes profits faster than another. Indeed, the competition itself will serve as a driver of mutual growth and pose a great influence big enough to determine the market's future. Naver and Kakao, fully charging up to advance globally, are evolving rapidly as prominent global content firms.

## [Reference]

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## SPECIAL PROJECT

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# A Summer Trip with Books

**The hot summer could be cool in another way!**

Written by Lee Ji-Hyeon

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Spring, summer, fall, and winter. Summer has come again to tell us that half of the year has passed. In Korea, summer begins in June and lasts until August. The scorching sunlight could blind us, but most Koreans long for summer throughout the year. Students and office workers all wait for their summer vacation. Summer has a surprisingly charming point everybody loves as the season of relaxation. It makes you think of the color crimson red that resembles the sunlight under the sizzling weather, but it also makes you think of the color blue that recalls the cool waves of the ocean where we go to evade the summer heat. However, people are yet careful to go on a summer vacation this year, as the pandemic

remains unsolved. Then, how about going on a “book-cation (book-reading + vacation)” with books filled with the summer vibe? Following is an introduction of charming summer books that everyone can love, and that will immerse readers in the summer scent.

### Season of relaxation and vacation: Summer

The entire world has begun to actively vaccinate people, but it is yet too early to go on a vacation. Reading a book instead might be a good idea to soothe the frustration. Let's have an indirect experience through books and recall memories from past trips and happily imagine trips we will go on in the future.

While people are craving trips these days more than ever before, the book *Again, Travel* (Anne's Library) eases the craving for travel while allowing readers to sneak a peek at the writer's wisdom toward trips. The writer traveled across the world for the past 20 years from European countries, including Italy, Switzerland, and France, to Peru, Bolivia, and Morocco. The beautiful moments from his 20-year-long traveling life were put into the book with lively photos and stories. How about selecting some tourist destinations before we can finally move around the world after the end of the pandemic?

“Journey was my life, and my life was a journey.” The book *Reason for Traveling* (Munhakdongne) is a complete collection of the writer's travelogues, starting from his first trip to the latest one. The

writer, who most eagerly wrote and traveled, questions himself what traveling is to him, what made him travel continuously, and why he travels and finds answers to each question.

People say that summer is a season of traveling, but is there be a way to be happy without leaving home? In the book *If We Could Find Happiness Without Leaving* (BookLife), the writer, who used to spend half a year in Korea and the other in another country, seeks ways to control the desire for happiness lost between leaving and staying. Quoting her words, “I think of how I can be my true self while I’m staying at home,” how about finding the meaning of summer vacation at home, the place where we find happiness in our daily lives? Just reading books and chatting with our family will make our summer vacation happy enough. A happy summer vacation could be right next to us.



*Again, Travel, Reason for Traveling, If We Could Find Happiness Without Leaving*

## Inside our summer

How is summer used in works, and what feelings does it give?

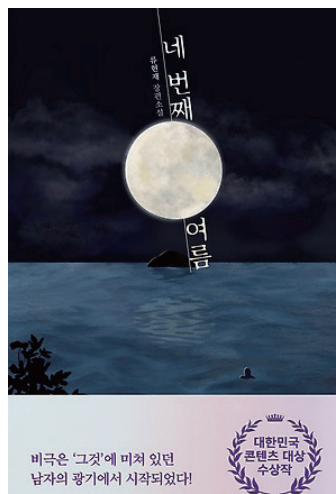
The protagonist of the book *Broken Summer* (EunHaengNaMu Publishing) is a successful artist who recorded the highest auction price for his work on his birthday. However, his wife went missing on the same day, and he came across a novel she wrote while looking for her. The story begins here. Two close families who have become murderers and victims turn their backs on each other. The truth will be uncovered as a tale of revenge is set in motion against the backdrop of the incomprehensible powers of life – love and hate, will and fate, and coincidence. The story says that lost time can't be recovered and asks what painful truth means to an individuals' life. Let's unravel the truth behind the summer 25 years ago, which the main character wishes to forget.

*The Fourth Summer* (Maum Seojae (Sam &Parkers)) is a Korean-style mystery thriller that will blow away your hot summer. The story tracks the hidden secrets going back and forth from the past and the present centering around two main cases. The case begins when Hae-Shim, a prosecutor specializing in sex crimes, gets a shocking phone call that his dementia-stricken father tried to rape an old lady. Animal instinct tells Hae-Shim that this is not a simple case, and he digs into his father's past, looking for clues. The entire story pulls readers into the truth of what happened on that day and of the two sex crimes that are somehow alike and different at the same time. It lets readers realize that truth may not be visible with



our eyes and that humans' terrible, naked self, hidden deep inside, is another nature.

Meanwhile, the book *Remember Our Summer* (Woori School) is a young adult fiction featuring a coming-of-age story akin to the freshness of summer. San-Ha, who majors in video-making at a specialized high school, goes to a remote village by the mountain during the vacation and encounters Jung-Seo, a boy who lost his childhood memories. She goes step by step toward the mysterious story of the forest through his secrets. Let's think about the meaning of sincere trust and understanding in this era while watching San-Ha and Jung-Seo build a friendship across different backgrounds.



*Broken Summer, The Fourth Summer, Remember Our Summer*

## Picture books about summer, which is just around the corner

Red sun, cool ocean, black sunglasses, and brown sandcastles. What would our summer be like in pictures?

*Summer Vacation* (Kookmin Books Co., Ltd.) is a picture book about

an elephant family having a fun summer vacation on the one and only annual holiday from the zoo. The daddy elephant, swamped with a heavy workload, blows out air through his nose and sends his family to the sandhill on the beach. But not so long after, the family misses the daddy elephant. Would the elephant family be able to spend an exciting summer vacation altogether? Let's read *Summer Vacation*, a picture book about a family's love, a cozy summer vacation and the funny subject of snoring.

Meanwhile, *My Summer*, (Gloyeon) lets readers take a new perspective towards moments in life, when everyone is exhausted from the summer heat. The comma in the title means "pause." It makes readers realize that dense trees are for shade to rest under, and the changed viewpoint towards the scorching heat becomes a red palette in the body. The thick, straight raindrops add beauty to memories forgotten due to the hot summer and let people think about the valuable meaning of summer through the change of viewpoint.

Another book, *Granny's Summer Vacation* (Changbi Publishers, Inc.), offers both warmth and freshness. On a hot summer day, grandmother unexpectedly gets to enjoy a cool summer vacation through the conch her grandson gives her. The author contrasts grandmother's house where she spends most of the time in daily life and the ocean for vacations, making the expressions throughout the book impressive. The wide-open composition and clear colors of the ocean, fine sands, and the grandmother's moments of relaxation and consolation are delivered to the readers, chilling the fiery hot summer.





*Summer Vacation, My Summer,, Granny's Summer Vacation*

There are a number of good spots to go on a “book-cation” in Korea. Regional libraries can be found in each town, not so far away, and numerous book cafes and unique bookstores are also waiting for customers where you can read books while enjoying a refreshing tea time. As the pandemic has given birth to various options such as “book-cations” offered by hotels and also online, you will be able to have an upgraded summer vacation this year. How would your summer “book-cation” be drawn in pictures, and in what colors?

## EXPORT CASE

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# The Korean Book Importing Success Story of Diamond, a Japanese Publisher

Written by YUKI HATASHITA

(Book Editing Bureau, Third Editorial Department, Diamond Co., Ltd.

(畑下裕貴、株式会社 ダイヤモンド社 書籍編集局 第三編集部))

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## Why Diamond acquired the publication rights of the book, *I Almost Lived Too Hard*

It was April 2019 when I heard about the book *I Almost Lived Too Hard* (Woongjin ThinkBig) (Japanese title: あやうく一生懸命生きるところだった). As soon as I saw its appealing title and theme, I was convinced that it would also sell in Japan. Books related to emotional sicknesses such as depression and stress were trending in the Japanese publishing market around that time, and there was already the atmosphere among the public that the book's topic of "not living to the fullest" might be accepted. As I also had a time when my mind was very distressed, I wanted to present this book to people with "exhausted minds."

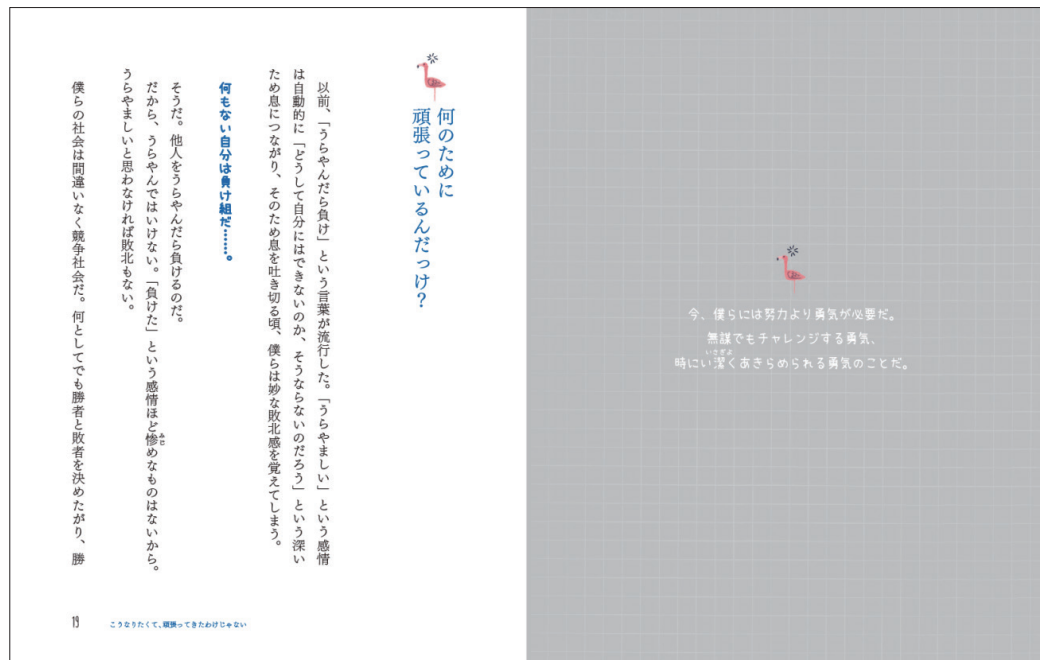
Besides, it was around that time that another bestselling Korean

book, *I Decided to Live As Myself* (Woods of Mind's Books) (Japanese title: 私は私のままで生きることにした) began to be published and sold in the market. As such, Korean non-fiction was definitely trending, and the timing in such a market atmosphere greatly influenced the acquisition of the book's publication rights. We had to compete with several other publishers to get the rights, but our proposal won the contract.

### **Making books targeting the “*Hallyu* (Korean Wave) Natives” in their 10s and 20s**

The book *I Almost Lived Too Hard* set female readers in their 10s and 20s as the main targets, as they, the so-called “*Hallyu* Natives,” have been driving the Korean Wave boom within Japan for the past several years. They have been exposed to Korean culture since they were young, and for them, Korea is also a place of admiration. So I thought that they would accept Korean non-fiction, a new genre, without failure. When we look at the success factors of *I Decided to Live As Myself*, which became a hit in Japan, the biggest influence was such populations' purchase which derived from the fact that it was a favorite book of BTS.

Hence, we were always thinking of how we could make *I Almost Lived Too Hard* target them just like *I Decided to Live As Myself* as we designed the book. For example, we enlarged the font for the young generation not used to reading and gave more space between the lines for more comfortable reading. We also bulked up the size of the book compared to other books.



Layout of the body (Japanese edition). The font and inter-line space are greater than general books.

Also, we got a blurb from Ariyasu Momoka, a former member of Japanese idol group Momoiro Clover Z, well-known among those in their 10s and 20s, and put it on the belly band.

One thing I remember from the production process is that I mulled over whether we should use the front-cover illustration of the original book. There were divided opinions within the office – “Would it be okay to use the illustration of a male wearing a piece of underwear while the main targets are females?” However, we pushed forward with the original design believing in the power of illustrator Hawann.



Cover design of the Japanese edition.  
A blurb from Ariyasu Momoka, former member of Momoiro Clover Z is printed on the belly band.

### Three books that led the “Korean Non-fiction” genre in Japan

The book *I Almost Lived Too Hard* was published in January 2020. There were worries that Korean non-fiction would not make it in the Japanese market, but the initial sales performance was good enough for the second printing. Also, another Korean non-fiction title - *I Want to Die but I Also Want to Eat Tteokppokki* (HEUN) (Japanese title: 死にたいけどトッポッキは食べたい) was published in the market around the same time, and it also recorded good sales.

As the sales of the three recently-published Korean non-fiction books – *I Decided to Live As Myself*, *I Almost Lived Too Hard*, and *I Want to Die but I Also Want to Eat Tteokppokki* – are all in good shape, the publishing market is eyeing the genre. I think that with the publication of these three books in Japan the genre of “Korean non-fiction” has bloomed. They would be displayed in a row in

many bookstores. Numerous similar types of books were published after them, and still, Korean non-fiction is gaining attention in the market. Also, the news that the new title *Being Comfortable Without Effort* (Dasan Books Co., Ltd.) (Japanese title: 頑張りすぎずに、氣樂に お互いが幸せに生きるためのバランスを探して) by writer Kim Su-Hyeon, who wrote *I Decided to Live As Myself*, was auctioned off at a high price proving that Korean non-fiction is trending in Japan for sure.

### Promotional activities carried out amidst the pandemic

It's been a breezy start with *Being Comfortable Without Effort*, but due to COVID-19 that broke out two months after the publication, many bookstores had to shut down in Japan. Many Japanese people couldn't avoid working from home, and it became a task for the publishers to figure out how to boost sales on the Internet centering around Amazon Japan.

Therefore, publisher Diamond focused on online marketing utilizing our web-media "Diamond Online." The interview of Ariyasu Momoka, who wrote the blurb for the belly band and the translator, article on the movie "Parasite," and contributions from bookstore staff members that were impressed by the book were written and distributed. As such efforts paid off, the book could see a rise in sales both online and offline, carrying out reprints amidst the difficult times due to the pandemic.

Since June 2020, when the emergency state was inactivated in Japan for the first time, we focused on marketing activities in offline



stores as well. We carried out offline marketing on JR (Japanese Railways) transit advertisements and newspaper advertisements, and expanded marketing activities in bookstores, successfully drawing attention. Such marketing efforts brought about the book's greater exposure on various media, raising awareness among the public through introductions on television or magazines. The book became a bestseller selling 100 thousand copies in only 8 months since its publication.



Transit advertisement conducted by JR



Introduced on various media, including TV shows and magazines.  
A scene from "The King's Brunch (王様のブランチ)" showing rankings of books.

**“It relieved my mind,” “I feel saved,” ... A wave of praise from across generations**

The total sales record of the book *I Almost Lived Too Hard* is 137 thousand copies as of June 2021. I believe that the “marvelous content” of the original book was the biggest contributor for making the book become a bestseller alongside the marketing strategies mentioned earlier.

There are compliments from readers mostly aged from 10-30 in Japan that they were “saved,” could change their “attitude towards life,” and feel “relieved.” The happiest thing is that the astounding content, title, and cover of *I Almost Lived Too Hard* could meet many Japanese readers along with the increase in sales.

Translated from Japanese into Korean by Oh Kyeong–Soon  
(Adjunct Professor of Japanese Language & Culture at Catholic University of Korea)



## BOOK TRIP

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Gimpo, Gyeonggi-do

Where bookstores bloom slow but steady

Written by Kang Chan-Hwi

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Gimpo, Gyeonggi-do Province. It is trendy as it neighbors Seoul to the southeast and somehow tense as it faces the border area with North Korea. Gimpo, the newly emerging region of culture, can be found in the northwest part of Seoul. New bookstores are settling in recently in Gimpo as well. Also, its old town has turned into a

cultural hot spot called “100th Street”, where the 100-plus-years-old churches, schools, catholic churches, and markets can be found. In particular, the strong solidarity among bookstores has formed a community of their own. The Gimpo bookstores bonded together to create a co-op, working to become sustainable bookstores. Let’s take a look at newly established bookstores less than 1-year-old in Gimpo, where you can embrace the relaxing atmosphere in the suburban area of Seoul.



Views of “100th Street”

### It’s okay to be free: Lazy Garden



Views of Lazy Garden

Opened in September 2020, Lazy Garden has emerged as a cultural hub in the old town of Gimpo. The name “Lazy Garden” came from

the bookstore manager's wish of letting people stay lazily in the bookstore while convincing himself that sometimes being lazy is okay. Just like the slogan "Living a life is like looking after my own garden," the bookstore boasts an ambient atmosphere with plants that make it look like a real garden and a beautiful forest of letters. Books about love and work are stacked on the shelves, all of which are beloved titles of the manager. Such affectionate curations of the manager are loved by female visitors aged between 20 and 30, not to mention young moms.



Also, Lazy Garden hosts various book-reading meetings and writing classes, befitting their reputation as a cultural hub in the old town. Book-reading meetings mainly cover classical books – the bookstore manager says that reading and sharing thoughts about classical books enable people to think outside the box and have a broader understanding of the works. The bookstore also runs clubs that pursue healthy life habits such as jogging and drinking water. The bookstore manager's effort to create a healthy culture with books is beautiful itself. The manager hopes Lazy Garden can be a bookstore where visitors can feel comfortable anytime they visit



and where they are more than okay to cry while reading books. Cheers to the bright bookstore manager who ended 7 years of office life to find and enjoy something she truly likes, and Lazy Garden that presents a moment of relaxation in the busy modern life.

### **A bookstore full of love, communicating with the world: Hwachanghan Bookstore**



Views of Hwachanghan Bookstore

Hwachanghan Bookstore, located in an uncrowded village in front of an elementary school, mainly covers independent publications along with a few humanities, young adult, and second-hand books. The bookstore has a small cafe in one corner where people can have a cup of coffee and tea while reading books. The name “*Hwachanghan*” has the meaning of “sunny” and “clear” day in Korean, but it is also a combination of three meanings - flower (花; read as “*hwa*”), window (窓; read as “*chang*”), and leisurely moment (閑; read as “*han*”). There were no bookstores in Gimpo that covered independent publications. Hence, the establishment of Hwachanghan Bookstore specializing in such publications was

joyful news for readers who wish to read books in various fields. The bookstore manager says that individuals planning, writing, and completing books were the appealing characteristics of independent publications.



The manager's philosophy is that books are deemed complete when the two conditions of "letters" and "reading" are met. From this perspective, the existence of small bookstores is quite inspiring in that people can have thoughts about "letters" and "reading" amidst expanding media content such as various e-book platforms and audiobooks. The bookstore manager was most looking forward to book-reading meetings when she was first opening the store. Hence, as soon as the pandemic comes to an end, Hwachanghan Bookstore plans to start a book-reading meeting that penetrates Korea's modern literature, reading *Mujeong* written by Yi Kwang-Su. She hopes Hwachanghan Bookstore can become a place for female peers pursuing their dreams through reading, studying, and hobbies. I hope that Hwachanghan, a neighborhood rendezvous for local residents to come along and have a cup of tea with books, can realize that dream one day in the future.

## Connecting books and people: Zitn:books



Views of Zitn:books

Located on the fourth floor of an arcade in an apartment complex, bookstore Zitn:books (“zitn” in Korean means “deep” in English) is a child-friendly bookstore. Art and science classes are held inside one corner of the bookstore. The bookstore’s name “zitn” came from the bookstore manager’s story where the love for books deepened so much that it led to the opening of a bookstore. Therefore, the manager hopes that Zitn:books can be a place where people can do whatever they like, going beyond a mere bookstore that sells books. Perhaps the wish was heard. Bookstore Zitn:books is becoming a cultural gathering place for residents in the neighborhood. It runs various meetings such as picture book meetings for children, thick-book readings, classical book readings, and poem-reciting meetings. There are also book debates once a month. The “*Simyachaekbang* (Night Bookstore)” opened at 11 pm every Friday night is particularly a popular meeting.



The bookstore manager says that neighborhood bookstores are meaningful in that they provide experiences for visitors where they can participate in meetings such as debates and review-writing sessions while choosing books they like feeling the physical property of books. They let not only adults but also children see and touch the books themselves when choosing one to read, encouraging voluntary reading. Even though it's been only three months since it was opened, bookstore Zitn:books is finding its unique color. The bookstore manager says that it wants to specialize in picture books, as children are regular visitors. Also, it is planning to develop poem collections and humanity books as the exclusive field of Zitn:books. Bookstore Zitn:books is recommended to those who like books, people, and space that serves as a bridge between people and also books.



## Delightful to be together: Norang Bookstore



Views of Norang Bookstore

If you take a double-decker bus to downtown Gimpo, you will come across Norang Bookstore. It is a bookstore that opened 5 months ago, specialized in humanity books. The name “*Norang*” means the color yellow, which helped the manager a lot when she was staying in Germany and the United States, and her will to share that experience in a new place with others. Norang Bookstore runs a program called “Experts’ Talent Donation,” where experts from various fields such as science, psychology, and cooking give lectures. It reflects the bookstore manager’s goodwill for readers to have an easier approach to humanity books that the bookstore mainly covers. Also, the manager is planning to carry out book-reading education based on the experience of working as a librarian at a private library in the United States.





The bookstore manager says that neighborhood bookstores are the ones that stand at the forefront of regional culture. In other words, regional culture has to be prioritized for the region to develop, and the root of that development lies in neighborhood bookstores. Like her belief, many neighborhood bookstores are cultural spaces for local residents to gather, and serve as a venue for various content to be best covered. One particular strength of Norang Bookstore is that it is a bookstore that only sells books that the manager has read. So, all the books displayed on the shelves are ones the manager has read and curated. The memos attached to the shelves and books are like recommendations of the manager about the books. As she only curates books that she has read, there are people who come from a far distance as they have trust in her books. She Dreams that Norang Bookstore will become a bookstore that blends with neighbors rather than being a bookstore that stands alone. Norang Bookstore is taking another step forward today to making it a bookstore for all.

## ONE-LINER QUOTES

## BookTuber's Pick: A Book to Chill Your Summer

Written by Gongbaek (BookTuber)



*Long, Long Night*

Luri, Munhakdongne Kids



I didn't realize back then how amazing it is  
that we, who are different from the bottom to the top,  
only have each other.

*Looking back, everything was a miracle.*

I'm taking an early summer vacation. It's still June, but the ground heats up hot during the day and stays heated until night – it is summer, and nobody can doubt it. Sitting out on the terrace, I hear grasshoppers chirping. And I start to think, why are summer nights so special? So many good memories were from summer nights. I once lay down inside a sleeping bag with my friend and exclaimed when we spotted a shooting star at the same time. Also, I remember

the moment when my heart palpitated as I saw the sunrise on the way back home from a night movie – it was also a summer night.

I let my feelings take me over, smelling the misty droplets in the air. Thinking about how to spend this special time, I took out the book I brought from home. There is a rhino and a penguin putting their foreheads together on the cover of this thin book. The title is *Long, Long Night* (Munhakdongne Kids). It features the miraculous story of two animals, spending a long, long night together listening to the voice of each other.

Norden, the protagonist, is a rhinoceros who grew up in an orphanage. Norden sets out to the outer world looking for freedom, meets other rhinos, and creates a family. He spends a good time running across the wide, open field with them, but he soon loses his family due to human hunters. Norden manages to survive alone but is seriously wounded. He collapses onto the pool of blood spilled by his wife and daughter. When he opens his eyes again, he finds himself trapped in a zoo, and begins to have nightmares. Watching him suffer every night, his rhino friend Angkabu advises him:

*“When you fall asleep after a good talk, you don’t get nightmares.  
Trust me. Tell me about the outer world tonight if you can’t believe me.  
Hey, I have never taken a step outside.”*

Norden takes his advice and begins to tell stories. Listening to each other’s stories - stories about Norden’s wife, daughter, and the field

they would run across, they spend a long, long night. However, the moment doesn't last long, as Angkabu is killed by hunters who attacked the zoo. Another sound of a gunshot, and another bloody pool... Norden survives alone again and becomes "the last white rhinoceros on Earth." In short, he is left alone, for sure.

One day, Norden takes a chance and succeeds in escaping the zoo. He has a partner for the new journey, penguin Wimbo, who ran away from the zoo with an egg that is about to hatch. The two spend numerous days and nights together, heading to the ocean. They overcome sorrowful and fearful nights by telling stories to each other with heads put together. Day after day, their friendship becomes closer.

*"I didn't realize back then how amazing it is that we,  
who are different from the bottom to the top, only have each other.  
Looking back, everything was a miracle."*

*"I looked down at the blue world from the cliff for quite a long time.  
In front of the vast ocean, we were too little beings.  
The ocean was undoubtedly beautiful, but we were a mess.  
... I went closer to the sea, walking on the wet sand.  
The ocean in front of me shattered and restructured countless times.  
I was scared.  
But I knew that I would go inside that water, embarking on an adventure.  
I knew that I would be able to spend so many long, long nights by myself.  
And I will find something, something shining like the twinkling stars  
in the long, long night sky."*

Their miraculous stories permeated into my heart. I closed the book many times in between as the book struck my feelings, and I had to take a deep breath. Little changes occur in this world when beings with different pains and sorrows lie down together and whisper to share each other's stories. I learned how to heal the sufferings from the past and prevail over them as I read *Long, Long Night*.

As I closed the book after bursting into tears, my husband, who was by my side, asked what made me so sad. I told him about Norden and Wimbo, barely managing to keep the tears in my throat. I shed some tears again, but I didn't stop telling the story. I'm sure that this moment will make another night special. I'm with the elephant, rhino, and the penguin from the book in the name of "us." Their stories of love and solidarity floated sweetly in the summer night air.

## KOREAN PUBLISHERS

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### Publisher EcoLivres

**An eco-friendly publisher that changes the world with environmental humanities**

Organized by Kang Chan-Hwi

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The world is eyeing two big issues – the environment and climate crisis. People have begun to take the issues seriously with much attention, but there was a publisher that foresaw 20 years ago that the environment would be the next big issue and has been publishing environment-related books until today. It is EcoLivres, a publisher known for its environmental publications. Established in 2001, EcoLivres has been ceaselessly working for the environment and the ecosystem by looking into the future for the past 20 years. Looking back on the past 20 years, EcoLivres has been pursuing

values where human beings can live a decent life as human beings, publishing books about humanities and the environment. What is this humanness they are seeking? EcoLivres' philosophy of protecting the environment while looking back in history seems like a virtue that human beings should have. Following is an interview with Park Je-Hwan, head of EcoLivres, who puts the utmost effort into producing books on the environment for a sustainable future as a human being.

[Please introduce EcoLivres to overseas publishers.](#)

EcoLivres is a Korean publisher entering its 20th year in May. Its name came from English words that mean environment, as we believed that environment would be the major issue in the 21st century around the time when the company was set up. We first thought of naming the company "Ecobooks," but as it seemed too explicit, we chose "EcoLivres" which is a mixture of an English word and a French word. We've published 260 titles as of 2021, and we've become well-known as a publisher specialized in environment and ecology among the public. This can be proved by the fact that EcoLivres was chosen as the number one publisher among other environment & ecology publishers by Aladin, a big online bookstore in Korea, in the assessment of publishers divided by categories.



### What is the motto of EcoLivres?

The environment was discussed as the big issue of the 21st century when EcoLivres was established. As we learn lessons from the past through history, we chose “EcoLivres thinks about the environment and history” as the motto.

### What was the driver that helped EcoLivres continue publishing humanities books in the long run? And why do you think that such books are necessary for us?

First, thanks for the compliment. Well, humanities books can't make good profits in Korea's publishing market. But you can definitely keep on publishing them if you let go of making great profits. We believe that humanities are the basic element for all studies or the publishing field. As the foundation should be firm enough for anything to follow afterward, we think that the publication of humanities books should take a strong root.

### What motivated EcoLivres to publish books on the environment, and what social changes do you expect such books will make?

Man-made environmental pollution has reached its peak in the 21st century. So, we began to publish books about the environment, thinking that it would bring better outcomes if we make people at least pay attention to the issue. We published *Slow Violence and*

*Environmentalism of the Poor* in 2020 and recently produced *The Great Derangement*. The climate crisis is not just about reducing carbon emissions. The two books mentioned earlier argue that everything related to humanity is in crisis. We would like to refer to the genre of such books as “environmental humanities.” If there are more books of this kind, more people will acknowledge how serious climate change is. And EcoLivres thinks that taking some responsibility for that mission will lead environmental publications to make social changes.



*Slow Violence and Environmentalism of the Poor, The Great Derangement, Mom's on a Business Trip in the North Pole*

Please recommend some of your books on the environment for subscribers.

### 1. *Silent Spring*

We would like to recommend this one as it gave birth to today's environmental movements. It is just astonishing that such a book was published back in 1962.

## 2. *Big World Small Planet*

Humanity must give up development and prosperity when thinking about the environment. From such a perspective, this book offers new solutions that humanity should coexist with the environment within the scope Earth can tolerate.

## 3. *Slow Violence and Environmentalism of the Poor and The Great Derangement*

These new-style books about the environment include almost all the issues related to the environment and ecosystem.



*Silent Spring, Big World Small Planet*

Is there a specific direction when it comes to planning books related to the climate crisis? Do you also have certain directions for other topics as well?

The climate crisis is unstoppable. So, it will be important to respond to it or get used to it. We are thinking of publishing books

related to such topics. Areas that overlap when we publish books about the environment are natural science and business & money. So we would also like to steadily make books in those two relevant fields as well.

**What are your plans for the future? Where is EcoLivres headed?**

We don't have special plans. We will just continue to publish books, just as we've been doing until now. We will do our best to produce what we think as "fine books" with consistency.

**Website** [blog.naver.com/ecolivres](http://blog.naver.com/ecolivres)  
**Facebook** [facebook.com/ecolivres.pub](https://facebook.com/ecolivres.pub)

KOREAN AUTHORS I

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## Writer Jung Yeo-Wool

Developing a healthy mind by facing your true self

Organized by Lee Ji-Hyeon

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Most people bury their painful memories deep inside their hearts. They don't have the courage to face them, for they fear what will happen next. However, writer Jung Yeo-Wool recommends people overcome their traumas by facing their inner wounds no matter

how painful they might be. She turns into a healer that also has pains and candidly but composedly talks about them. Following is an interview of writer Jung, who sometimes gives warmth and sometimes the courage to face the pain with her “psychological therapeutic essays.”

Please introduce yourself to the subscribers.

Hello, I'm writer Jung Yeo-Wool. I had been working as a literary critic, but now I've leaned more to being a non-fiction writer. I was attracted to non-fiction as I could talk about more various stories in various fields without limitations. The genres of my books are largely divided into humanities, psychology, and traveling. I am currently writing books, traveling, studying psychology, and giving lectures on classics.



*Top 10 Places I Loved in Europe, Introvert Traveler*



You've published 52 titles. Is there a particular book that you were impressed by, or loved the most?

Yes, the most impressive book is the one I'm working on right now. Titled *The Courage to Finish a Story*, it's a book about writing and a collection of the lectures I've been giving until now. Among the travel books, *Top 10 Places I Loved in Europe* (Hongik Books) was the most well-known among the public. But *Introvert Traveler* (Hainaim) is closer to the type of book I wanted to write. This book was not a bestseller like *Top 10 Places I Loved in Europe*, but it includes all the stories I wanted to share with travel manias as there were no restraints in writing at all. As it also talks about how the shy, introverted girl changed her personality and mentality throughout the journeys, I find myself more attached to it. Other books that explain psychology in an easy language for the public include *To Me Not Taking Care of Me* (Gimmyoung Publishers, Inc.) and *One Short Psychology Class a Day* (Wisdom House).

How do you want "Written by Jung Yeo-Wool" to be introduced to overseas publishers?

Well, I have a habit of seeking dramatic, touching stories of those who have finished the toughest adventure by devoting their entire life to it, going beyond an imaginative world where you just satisfy with the sweet fairy-tale imagination. I always crave stories of people packed with passion, no matter how the world does not

recognize them. The moment when your true ego bursts out unexpectedly from your inside, where you have never imagined you would have such tremendous power within, is the time where your true potential is exhibited. When the brightest power inside you goes beyond the ego trapped inside the mannerism of reality and gushes out, you get the power strong enough to fight against the monster inside you whispering “You will not be able to do it,” “You’ll fail once again,” and “The people will not recognize you.” Finding this power is my task for writing stories. I think that we are all fighters struggling with the scariest monster inside us called fear.

I remember being bullied so severely when I was young. And I think that the whole process of myself overcoming that experience and becoming an author has given hope to many people. I might look like a very boring kind of a scholar from a far, but once you come closer, you’ll see how my life is full of ups and downs. I’ve put so much effort into changing my introverted personality. And it is difficult to explain how I could go through such complicated courses in life. But it is possible in books. There are stories where a pen can do better than a mouth. I would say that my writing style and characteristics are reflected in my idea where I believe that the numerous glorious consolation matches one cannot explain verbally are books.



*To Me Not Taking Care of Me*

### What is the power psychological essays give to readers?

I studied psychology, trying to fix my vulnerable mind easily hurt by others. Learning why I'm hurt by others was of great help to me. So, the concept of "a healer with pains" gave me courage. People who have pains have the power to heal others, and as you have experienced it already, it works like a vaccine and boosts resistance against other pains as well. And I felt that people who have had various pains can sympathize more with others put in similar situations.

The book *To Me Not Taking Care of Me* can be referred to as the representative "psychology book written by Jung Yeo-Wool," where readers can apply tips to their daily lives at ease with fun. It is for those who only focused on the outer "ego" and could not look into their "selves." In short, the former "Me" in the title refers to "self," and the latter "Me" refers to "ego." So, "ego" is one's social self, while "self" is one's inner self. Ego is one's outer self ceaselessly exposed to people who care about what others think. But as

modern people are too focused on how others think about them, they seemed to be neglecting their true self hidden deep inside themselves. So, your outer appearance is your ego, and the part hidden inside is your self. Those that know how to take care of their inner “selves” were found to be very resilient against outer pain. I aim to write stories that can help readers build tolerance against pain and recover from it without help.

The goal of this book is to help readers build the power of self-treatment so that they, who worry they might have depression, can cure themselves without having to go to a hospital. So, it's like... the muscle of your mind that can take care of yourself before emotional diseases such as depression and panic disorder get worse. I wanted to write stories where readers can develop immunity of their minds. I think I could pump up that muscle in my mind just by clearly distinguishing between my ego and self, making my life more prosperous and warm. So, I am studying ways to improve our minds without getting medical help in our daily lives.

\* Find *To Me Not Taking Care of Me*, the healer for exhausted minds, in the video (ASMR) link below with English subtitles.

[https://www.youtube.com/watch?v=g8o4C\\_dFwR8](https://www.youtube.com/watch?v=g8o4C_dFwR8)

**Project *Monthly Jung Yeo-Wool* is quite impressive. What is it, and what made you start it?**

It usually takes years to publish a book. For example, stories I wrote three years or ten years ago are published today, making them lose

timeliness. That was frustrating. That's why I began *Monthly Jung Yeo-Wool* in the form of a magazine. I wanted to share the ideas I have right now with readers within a month, organizing the series with twelve editions. As I write more than I can publish, only a part of them could be made into books. Many manuscripts that lack consistency were omitted as I believe books should be consistent in the story. So, I collected those left-out parts and put them in a magazine.

Inconsistency, to me, has a positive meaning referring to the ability to encompass various things into one. Things like “*allokdallok* (colorfulness),” “*warak* (hug),” “*dorandoran* (friendly talk),” and stuff are not a topic. So, the only thing they need is a similar feeling. Yes, that's why I began the magazine – I thought that I might be able to include more diverse stories. The magazine had inconsistency and realism where I can show my fresh ideas and send books to regular subscribers. While it is too time-consuming to make a book, issuing magazines are fun as they can become a real-time broadcaster of my life, sharing thoughts I have right now.



The *Monthly Jung Yeo-Wool* series

### What kind of book is the new title *One Short Psychology Class a Day*?

I was requested by the publisher to write this book. They wanted me to write it from the viewpoint of the general public, where anyone can learn psychology by reading it one page a day, just like writing a diary in daily life, rather than learning difficult notions of psychology. Limited time was the most frustrating thing when I gave lectures, as I couldn't explain all the ideas of psychology within the two hours usually given for a lecture. So, I thought of making the book like a workshop. I included "healing actions" where the readers can apply psychology in their daily lives, just like keeping a plant. The guilt for killing a plant is painful indeed. There's no way but to make the next plant survive until the end to overcome that pain. This is the resilience of your mind. Your heart might have been wounded from the past, but you become better in the future. I thought it would be great if psychology could practically change our lives rather than approaching it from an academic perspective memorizing notions. Once you practice psychology in your daily life, you will be able to heal yourself without getting help from medical specialists. There are fundamental issues that cannot be resolved no matter how good the medicine could be. The only way is to study yourself. Sometimes, you fear why your mind thinks about bad things. I think you should look into it, take care and cure it.

If you try to make your ordinary life beautiful and abundant like an artwork, you will naturally get to read more books, have



an interest in art, go to exhibitions, and listen to many musical pieces. Finding cultural stimulus continuously reduces the time your mind is depressed in pain and fear. One other way is to not think about yourself too much. All the worries of modern people converge to “ego.” “Ego” is me, evaluated by others. You get anxious as you think too much about how others might think of you. You’re monitoring yourself. As you care too much about “What is that person going to think about me when I say this?” you fail to express your true inner self. Save that time and invest it in reading books, listening to music, and studying art. It’s way more helpful. I think the most important “healing action” for me was letting go of covering myself with fanciness and making myself happy, increasing artistic, cultural stimulus.



*One Short Psychology Class a Day*

### What are your future plans?

I want to write more various stories. I want to try a critical biography about an attractive historical figure, and an analysis of modern people's changed lives after the pandemic seen from a psychological viewpoint. I became highly interested in the environment as well. Climatologists say that there will be a serious climate disaster within 30 years, making many people climate refugees losing their homes. Only a single degree increase in Earth's average temperature is a climate disaster. But you know what, it has already happened. The icebergs are melting, the ozone layer is destroyed, and more countries are lacking water. These are very serious issues, but we do not recognize them. We will do so when the sea level rises and islands submerge in water several years later. I hope there are more people like Greta Thunberg who act for the environment in daily life. Only we can save the warming Earth. This is why I have many thoughts about climate change and the environment.

The next book is *The Courage to Finish a Story*, a book about writing, and the other is *The Path to Walden*, an essay. Writer Henry David Thoreau did not study psychology but took care of himself excellently with the power of nature, literature, and writing. I got many hints from the realization that writing in nature with books itself has changed his life. It is also important for us to save energy in cities and pursue living with nature. I am studying how to take care of my own "Walden" in urban life. And I'm also preparing to

write stories about how to live a life that does not destroy nature as much as possible and how to take care of your own little “Walden” in the city.

**Is there anything you would like to say to the subscribers?**

Franz Kafka said that books should be “an axe that breaks the frozen ocean.” I think good books are those that make you feel bad. Good books are not sweet, but needles that hurt your feelings. Books that only heal your mind cannot be called good books. My books might be uncomfortable and painful for my readers. But that’s the beginning of treatment. In other words, it’s like pain for the cure. Sweet healing words are a temporary painkiller. It may ease your pain for a while, but things will get back to ground zero the next day. I believe that books should make us feel pain, just like the axe that breaks the frozen ocean, in order to heal yourself from the basics. In such an aspect, I think I had been very careful in writing as I myself was a shy person.

But now I get to think that I should write books that hurt the readers’ feelings. If I had been doing it bit by bit implicitly before, I began to think that I want to explicitly break our frozen hearts even though it might be painful for readers and myself. No matter how painful it could be, I hope people can meet their better selves. All the books that are difficult to read but help us face our true selves are indeed helpful. In this aspect, I hope I can read and write books where readers can go beyond “comfort” to “confront,” and “self-

consolation” to “true fundamental treatment” and grow together through lectures and seminars.

My next upcoming book is *The Courage to Finish a Story* (Gimmyoung), a book about writing. It will be published in July. I edited highlights from the past lectures on writing and reorganized them in the format of a lecture. I hope it can be helpful for those that dream of writing stories. Thank you.

\* <https://youtu.be/64qaEnne0I4>

## KOREAN AUTHORS II

## Writer Myung Soojung

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).



Please introduce yourself to our readers.

Hello, this is Myung Soojung, the illustrated book author. I published *I Like Music for My Eyes* (Gloyeon), *The Skirt That Spreads to the End of the World* (Gloyeon), and *Big and Bigger* (Gloyeon).

### How was your childhood?

I grew up in the countryside. If I hadn't experienced the city when I got older. Probably I couldn't have made these books. All day in the yard, I think I was very happy just looking at the clouds. Seeing the stars at night. Grandma's and grandfather's love there are memorable.

### What kind of person do you think writers are?

Writers spend time in their own space. They spend time alone and isolated. I think it is like a spring deep in the mountains. To the reader, a writer can be spring water. And sometimes, if the spring water is clear like a mirror, it can reflect a person. In that respect, I think an author is a spring.



*I Like Music for My Eyes*



### How did you come up with stories?

I made *I Like Music for My Eyes* thinking that if a book can comfort me, it can comfort others. I made it with that in mind. I have three nieces and a nephew, Three girls and one boy. When I heard my nephew saying “Is this skirt spreading all the way to the sky?” I thought this child could live in a better world. I wanted all four children to be happy together and help them go forward. I made it with that kind of mindset. I also want many people to know this That’s how I thought.

### When do you feel most satisfied?

The joy when I take everything as it is? I have that kind of excitement. I think writing is an area where I am lacking. I study hard and try to create better results. When the writing and the picture harmonize well to create a picture book that feels complete. I feel great excitement then.



*The Skirt That Spreads to the End of the World, Big and Bigger*

Is there anything you are aiming for through your book?

When reading various books by my favorite writers, I think “There's a topic that sticks with you,” or “whether the author intended it or not, his preference is moving towards essential beauty.” I think that is what I am aiming for. I think the ultimate beauty is when readers sympathize with the story after reading the book. I think that moment is the most ultimately beautiful.

What kind of writer would you like to be in the future?

I want to be a person who can make up for their shortcomings and still has the same mindset as when I made my first book. So, I want to become a writer who can communicate a little better with my readers.

Read a line by Myung Soojung  
- *The Skirt That Spreads to the End of the World*

*Moon, is your skirt spread to the end of the world?*  
*No, but it's a pretty good day.*

On a clear day, as the moon shines brightly as if a moon's skirt is unfolding I hope you are also happy.

\* [https://www.youtube.com/watch?v=QYIUUfh\\_LOQ](https://www.youtube.com/watch?v=QYIUUfh_LOQ)

## KOREAN AUTHORS Ⅲ

## Writer Ha wann

\* The interview and video were produced as a part of the K-Book Online Marketing Support Project of the Publication Industry Promotion Agency of Korea (KPIPA).



Please introduce yourself to our readers.

Hello. I am illustrator and essayist Ha wann.

### When did you start writing?

I probably began writing in earnest after graduating from college. I was unemployed for three years. At that time, I wanted to become a writer, though I had no idea how to go about it. So, I just wrote a novel by myself. After 3 years, I quit writing. In fact, I thought that I didn't have the talent and that I wasn't really good at writing. So I got a job. But I wrote again. I didn't know I would publish a book.

### What made you leave the company?

People think about quitting after joining a company. So from the moment I joined the company. I think I kept contemplating quitting. But the reason why I eventually decided to leave was I was tired. I was tired of this life. I had a strong desire to want to take a break. I left the company without giving it too much thought.



*I Almost Lived Diligently*

### How did you come up with the title of the book?

Doing nothing at home after leaving the company. I suddenly thought “this is so good!” I had been struggling, working two jobs, thinking that’s what I ought to do. But suddenly I stopped. Those were good days. So, I thought, ‘What if I had lived so diligently?’. And so I considered writing a series on the subject. And that’s how I came up with the title: I Almost Lived Diligently (Woongjin ThinkBig Co., Ltd.).

### Where do you usually get inspiration?

Most of my writing is based on topics from daily life. Everyone around me are “Materials.” They inspire my writing.

### How do you work?

I sit in front of my desk and pull my hair. Writing comes out like this. And I keep fixing what I have written. It’s a normal and boring process.

### Do you have any future goals?

I don’t have a specific goal. But I think: ‘I hope I can have fun, day by day.’

Ha wann's Reading a line from - *I Almost Lived Diligently*

*When you say 'a chicken instead of a turkey,'  
it seems like you got something less.*

*When we say 'a fried chicken instead of a turkey,'  
the story is different.*

*Because we love friend chicken.*

*I am so excited that I want to open a can of beer right now.*

*Now our life is fried chicken.*

*There is no reason not to be happy.*

I always thought my life was unhappy. Because I don't have as much as others. I don't have any more talent than others. But as I stopped I started to look at my life again. I realized that my life can be a very happy and enjoyable. So you too. Don't look at the bad side. Keep looking for a good side. I think you can be happy too.

\* <https://www.youtube.com/watch?v=F6luLDPwino>



## Publishing Industry

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# Book Funds and Publication

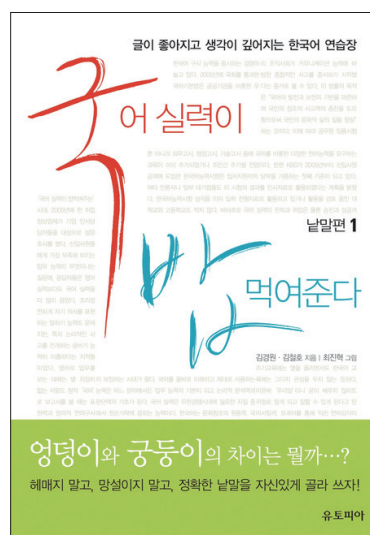
Written by Park Tae-Keun  
(Head Editor at Wisdom House, former Team Lead at Aladin)

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### From support and cooperation to investment and profit

It is impossible to trace the origin of book funds. They would have existed from the infancy stage of the publishing industry as one of the various ways of publication. Certain stories could be deemed good stories necessary for the world, but for them to be published in the market as a product called books, you need capital. Funds might have been used as a means to raise money. Indeed, the nature of funds in the past would have been closer to support and cooperation (of course, I cannot look into what those fund-raisers had in mind), whereas funds today are more focused on investment and profit-sharing (people might have different thoughts as well but most of the funds I participate in are supportive and cooperative).

In the Korean publishing industry, book funds only account for a small proportion, both in terms of attempts and size of investments. It was the early 21st century when crowd-funding began in culture-related industries. Individual book funds were attempted around the same time in the publishing industry as well, drawing attention with tens of millions of won worth of investment. However, compared to the tens of thousands of titles published every year, attempted funds were too little, and even though the funded amount reached tens of millions of won, it greatly fell below the amount spent for initial production and promotion. Also, as the funds were mainly participated in by the acquaintances or fans of publishers/authors, they more had the nature of support and cooperation. Of course, there were some cases where funds succeeded more than what was expected and returned the profits to their investors.



*The Ability to Speak Korean Feeds Me: Vocabulary 1*

Published in 2006, *The Ability to Speak Korean Feeds Me: Vocabulary 1* (Utopia), written by Kim Gyeong-Won and Kim Cheol-Ho, was a bestselling liberal arts book about Korean. It was an impressive record for it to be a top bestseller, but the unique thing about the book was that Kim Cheol-Ho, the co-author and head of the publisher, raised investment for the book mainly from his acquaintances. He proposed to sell 30 thousand copies in three months, which must have been a difficult goal before the book was even published, and offered a condition that he will return 150% and 200% of the invested amount if 10 thousand and 15 thousand copies are sold respectively. This “book fund” ultimately surpassed the aimed for amount, and the investors could have the promised amount returned.

### **The emergence of a stable and sustainable platform**

The sporadic attempts to attract investment centering around publishers and authors settled in as “book funds” after 2010. While crowd-funding was conducted in various fields, “Tumblbug,” run mainly on artistic and cultural content, began business in 2011. Also, the online bookstore “Aladin” launched book funds in 2012. In the Tumblbug system, the creators introduce their work and gather investors until they reach the maximum available amount and price. It was a stage for authors to advertise their works while selling them at the same time. And it can be referred to as the system closest to book funds’ original intent in that the works are

not produced until the targeted amount is reached.

Meanwhile, Aladin's case could be what's called a "book fund" in Korea's publishing industry. It is closer to the general funds in how it delivers information about the books and attracts investment, but it is different from the original meaning of funds in that the production proceeds regardless of how much has been collected. As its fund is carried out in an online bookstore platform, publishers are the participators, not the creators. Also, as running advance promotions and recording initial purchases are major goals rather than collecting funds for the publication itself, linking the possibility of publishing the works and succeeding with the fund is not the point. Indeed, funds seldom fail to reach the targeted amount, as a low, accomplishable target is set in the beginning for achieving it.



Logo of "Tumblbug" and "Aladin"

Even so, it doesn't lose the meaning of a book fund. It could be deemed as readers' expression of their opinion that they welcome the decision of publishing the book and are eager to buy it even with the limited information provided in advance. During the initial stage of Aladin's book fund, the investors bought units of 10,000 won for investment, and the return rate varied depending on the sales record, regardless of whether they bought the book or

not. Also, unlike general book funds, special book funds adopted an investment method where the investors had to buy the book in order to invest, making them an investor and a participant that boosts sales at the same time. It was planned to create a virtuous cycle where the investors buy the product, supporting the final return rate, and take away greater returns with the increased profit ratio.

### **What kind of books are best for book funds?**

Aladin's book fund had a standard from the beginning - "Good books of small publishers." This is, of course, too vague and too short. However, it is not that difficult (I believe so) to figure out which books meet this criterion and which do not. Indeed, as there are different opinions about the standard, sometimes odd situations are incurred by different perspectives. To take Tumbldug as an example, there were cases where the scope of investors expanded from creators to producers or publishers. So, rather than fundraising, they were more focused on advertisement and sales increase, and there was criticism about such situations. In terms of Aladin's book fund, as the proposing publishers are in a business relationship with Aladin, the system manager and operator, there were cases in which publishers did not understand why certain books of certain publishers are accepted for funds and why other certain books are refused, sparking conflicts.

If you have to choose between "small publishers" and "good books"

in Aladin's standard mentioned earlier, which one do you think would be closer to the nature of book funds? There will surely be divided opinions, but as the publisher's size does not guarantee "good books," it would be right to choose "good books" over "small publishers." For example, among the book funds recently carried out, there was a work titled "*Hole*" published by Changbi Publishing Co. It is a comic book about the life of Kim Dong-Su, the righteous person of the Sewol ferry accident, who is still suffering from the trauma that he couldn't save more lives. It was published to mark seven years since the Sewol ferry tragedy, and the author serialized it free of charge on an independent webtoon platform emphasizing its meaning. Changbi Publishing Co. is one of the top 10 publishers in Korea in terms of sales, but it would be hard to say that they were off the standard of "small publishers" in that there would be no other book like this one that suits the intent of book funds in both the timing and meaning.



*Hole*

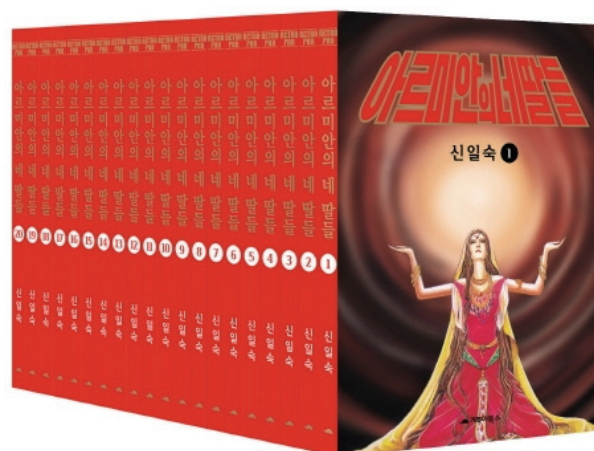


Thinking about it, book funds are an attempt in the market that underlines the meaning of challenge rather than a successful result. So, choosing books for the fund will be more important than an individual book's success. This is why the first book of a newly established publisher or large-sized project of a small publisher often emerges in book funds. For example, publisher Thousand Years of Imagination runs a project called "Book Club Capital," where a total of twelve books about capital are steadily published for two years (one book every two months). While it didn't have any books published in the market, it could kick off the project through the book fund, gathering 270 readers and investment worth over 30 million won. With such stable financial support, the publisher completed publishing the planned books before three years passed, though a bit later than expected. Publisher Thousand Years of Imagination has also introduced *Monthly Jung Yeo-Wool* on Tumblbug, where they publish one edition every month for a year, gathering more than 16 million won, recording 300% of the targeted amount. This is a good example of a small publisher who publishes four to five titles a year succeeding in effectively carrying out big projects that require books to be published consecutively.

### **Between new attempts and the meaning of book funds**

In the Korean publishing industry, book funds are a mature project. In terms of volume, the reissue of *Four Daughters of Armian - Retro* (Gobooky Books) raised more than 120 million won last

year, and writer Kim Cho-Yeop's *If We Cannot Move at the Speed of Light* (East-Asia Publishing Co.) which began as a book fund recently recorded 200 thousand total sales. Also, *The Dream You Ordered is Sold Out*, a highly anticipated book that gathered about 1,000 investors, was published with the changed title *Dollagoot Dream Department Store* (Sam & Parkers), exceeding more than 500 thousand copies sold until today. Another large-sized online bookstore in Korea, Yes 24, has launched book funds as well, which had previously only been done by Aladin among the big bookstore companies. And as Kyobo Book Centre is also preparing for its own book funds, how each of the bookstores will operate them and in what style and method are highly anticipated. Yes 24 opened its book fund named "Grae Jebonsa" intending to revitalize sold-out or out-of-print books along with those before their first publication. For instance, *Tales of a Grandfather* (Hyundae Jisungsa), published as a limited edition of 300 sets, sold 171 copies as of June 18, and is expected to sell out sooner or later.



*Four Daughters of Armian - Retro*



*If We Cannot Move at the Speed of Light, Dollagoot Dream Department Store*

With more attempts and cases, book funds are bound to go through adjustments and conflicts over their initial intent, practical issues, and unprecedented challenges. And I suggest imagining some of the possible outcomes. For example, the “Excellent Publication Grants” provided by the Publication Industry Promotion Agency of Korea (KPIPA) can be seen as a part of book funds from a broader perspective. But as it does not have elements directly related to sales and promotions like book funds run by bookstores, cooperating with the organization might be one of the ideas. Also, several bookstores might launch book funds of the same book simultaneously, selling thousands of copies of the first print through them.

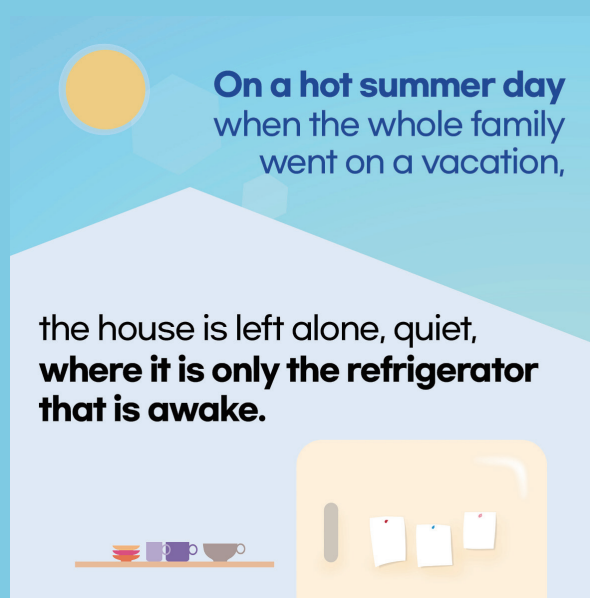
Book funds are carried out individually on certain platforms with certain books of certain publishers, but each consists of the entire book fund ecosystem; understanding and agreeing to this idea will be the most important part in sustaining and developing book funds. If there is a part that hasn’t changed through the courses

of policy changes and practical adjustments, it would be adding the names of participants on the books. Perhaps, in many of their minds, there's the idea that the books they support are good stories that deserve to be shown to the world apart from profits, the belief that they are necessary stories for the world, and the anticipation that they can become readers that supported the books from their production process til publication. If book funds can live up to their expectations, I'm sure they will be able to root down as one of the small, but indispensable ways of publishing in the Korean publishing industry.

## New Books

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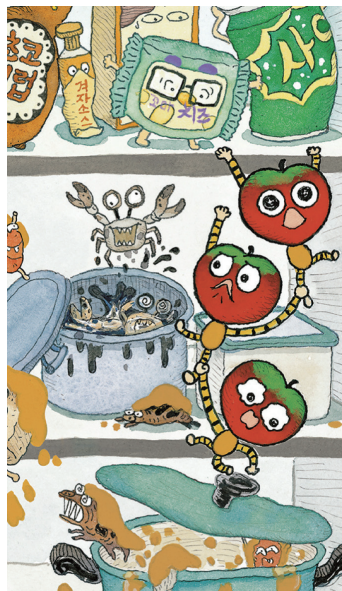
# Fridge Family Defeats Zombies





# Boom! Crack!

The rumbling thunder  
awoke **the plum trio**  
sleeping in the refrigerator.



*What's  
going on?*

*Is it only us that  
hasn't changed?*

*Everybody  
has turned into  
a monster!*



**Arrrgh, it's coming!**

Mushy fruits and vegetables turned  
into **zombies** and approached  
**the three plums** to eat them!



Will the plum trio  
manage to survive  
until the family returns?



## A wild chase

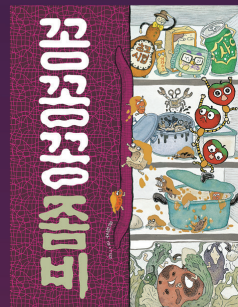
on a summer day narrated  
by writer Yoon Jeong-Joo,  
who feels and thinks like children!



You will find yourself  
**laughing out loud,**

as you watch **the plum trio**  
run away from **the zombies!**

A hilarious story  
that will give children goosebumps,  
**it will chill your summer for sure!**



# Fridge Family Defeats Zombies

Written & illustrated by Yoon Jeong-Joo  
Published by Bear Books

## Best Sellers

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### 3rd Week, June 2021

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

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One book topped the bestseller lists of four major online bookstores in Korea in the third week of June 2021. It is *Cho Kuk's Time*, written by Cho Kuk, former Senior Secretary to the President for Civil Affairs. It includes outspoken stories about political affairs he experienced during his term in office. It seems that readers' curiosity towards the candid feelings of Cho Kuk surrounding several disputes has been the driving factor for its rising popularity. Other books about politics and society joined the bestsellers' list as well. For example, *Illusion of Correction* is a book written by "The Guy Who Reads Youtube," one of the major Youtube channels that introduced Jordan Peterson, the famous writer of *Beyond Order*, to Korea. It has been gaining great sympathy from male readers in their 20s with stories about the era where the real and fake are mixed up in chaos.

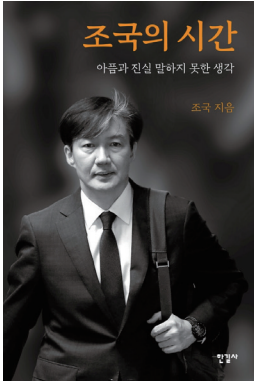



Non-fiction books are also standing out among the bestsellers.

For example, *Just Let Them Be* has been making a comeback in popularity after being introduced in “Hangout with Yoo,” a popular TV show in Korea. The book’s writer – and famous singer – Yang Hee-Eun cheers up her readers by saying, “Just let them be” and “Such things can happen” throughout the book. Meanwhile, novelist Chung Se-Rang’s first essay, *The Best Lovers of Earth would be Earthlings* is about traveling. It took 9 years for the book to be born as the writer, who is not that fond of traveling, got to go on a journey and began to write travelogues. You will be able to read true stories about the feelings she had while traveling.



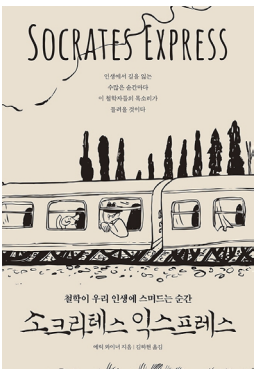
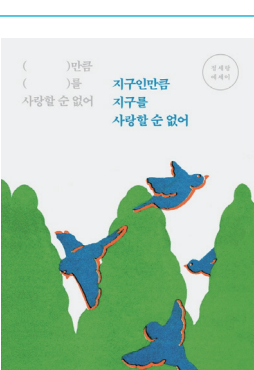
Readers are preparing for their vacation as summer has arrived. For those that have limited options to choose from due to the pandemic, some travel books have been published to soothe frustrations. For example, *Travel Destinations: Safe & Exclusive*, which became a bestseller in the travel category in the third week of June, is a travel guide that introduces safe, less crowded travel destinations instead of popular spots. As individuals’ quarantine has become more important than ever, how about enjoying a safe and healthy summer vacation in hidden, treasure-like travel spots in Korea?

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

Top 10 Bestsellers for the 3rd Week of June

1		<p><i><b>Cho Kuk's Time</b></i></p> <p>Author   Cho Kuk          Publisher   Hangilsa Corp.          Genre   Politics &amp; Society</p>
2		<p><i><b>Just Let Them Be</b></i></p> <p>Author   Yang Hee-Eun          Publisher   Gimmyoung          Genre   Non-fiction</p>
3		<p><i><b>Scenario of Wealth</b></i></p> <p>Author   Oh Kun-Young          Publisher   Page 2 Books          Genre   Business &amp; Money</p>
4		<p><i><b>Complete Happiness</b></i></p> <p>Author   Jung Yu-Jung          Publisher   Eun-HaengNaMu          Genre   Fiction</p>

# Top 10 Bestsellers for the 3rd Week of June

5		<p><i><u>The Midnight Library</u></i></p> <p>Author   Matt Haig          Publisher   Influential          Genre   Fiction</p>
6		<p><i><u>Trading</u></i></p> <p>Author   Park Byoung-Chang          Publisher   Forest Books          Genre   Business &amp; Money</p>
7		<p><i><u>The Socrates Express</u></i></p> <p>Author   Eric Weiner          Publisher   Across          Genre   Liberal Arts</p>
8		<p><i><u>The Best Lovers of Earth would be Earthlings</u></i></p> <p>Author   Chung Se-Rang          Publisher   Wisdom House          Genre   Travelogue</p>



Top 10 Bestsellers for the 3rd Week of June

9



***Illusion of Correction***

Author | The Guy Who Reads Youtube  
 Publisher | Day For Me  
 Genre | Politics & Society

9

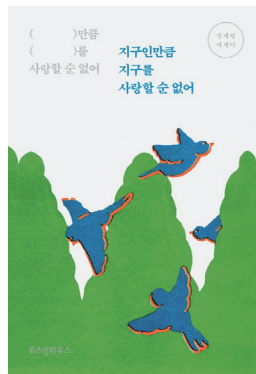


***See What They Mean, Say What You Mean***

Author | Oh Eun-Young  
 Publisher | Gimmyoung  
 Genre | Parenting

Top 5 Travel Books for the 3rd Week of June

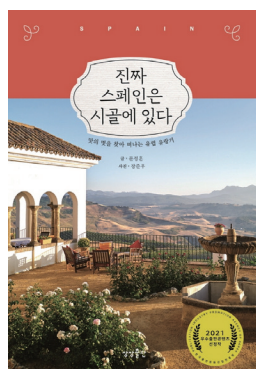
1



***The Best Lovers of Earth would be Earthlings***

Author | Chung Se-Rang  
Publisher | Wisdom House

2



***Real Spain is Out of the City***

Author | Written by Moon Jung-Hoon,  
Photographs by Jang Jun-Woo  
Publisher | SangSang Publishing

3



***Real Jeju (2021-2022)***

Author | Kim Tae-Yeon, Yang Jung-Im  
Publisher | Hanbit Life

3



***Travel Destinations: Safe & Exclusive***

Author | Lee Jong-Won  
Publisher | SangSang Publishing

Top 5 Travel Books for the 3rd Week of June

5



***Reason for Traveling***

Author | Kim Young-Ha  
Publisher | Munhakdongne

**Korean Translator**

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**Jamie Chang**

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**Contact**

- E-Mail: [jjf@ewha.ac.kr](mailto:jjf@ewha.ac.kr)

**Professional Experience**

- Freelance Translator and Editor (June 2007 - present)

- Lecturer

Graduate School of Translation and Interpretation.

Ewha Womans University. Seoul, South Korea.

(Fall 2013, Fall 2015 - present)

Translation Academy.

Literature Translation Institute Korea. Seoul, South Korea.

(Spring 2017 - present)

## Achievements and Awards

### Translation Grants, Korea Literature Translation Institute.

- *Mouthwatering*, by Kim Ae-ran. (2008)
- *The Wizard Bakery*, by Koo Byung-mo. (2011)
- *The Great Soul of Siberia*, by Park Soo-yong. (2014)

### Korea Times Modern Literature Translation Award.

- Commendation Prize, Fiction Category. (2010)

## Education

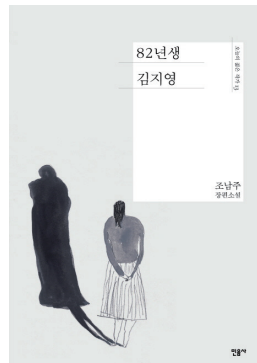
### AM. Regional Studies – East Asia (Sep 2009 – May 2011)

Harvard University. Cambridge, Mass.

### BA. English and Drama (Sep 2002 – May 2006)

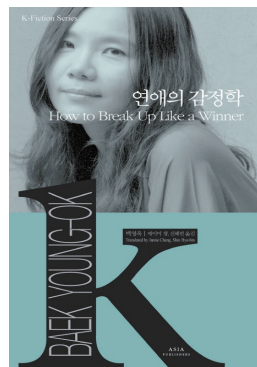
Tufts University. Medford, Mass.

## Selected Translations



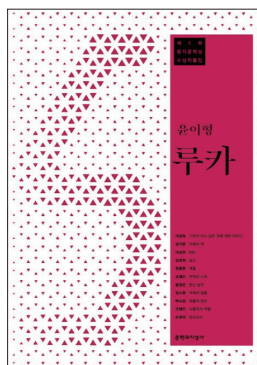
### *Kim Jiyoung, Born in 1982*

By Cho Nam-joo,  
Simon & Schuster UK, Forthcoming in February 2020.



### *How to Break Up Like a Winner*

By Baek Young-ok,  
Asia Publishers, 2019.



### *Luka*

By Yun I-hyeong,  
Wasafiri, Issue 96, Winter 2018, Wasafiri Magazine.

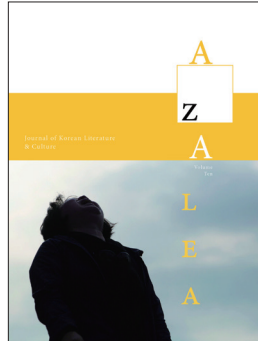


### *April Snow*

By Son Won-pyeong,  
Asia Publishers, 2018.

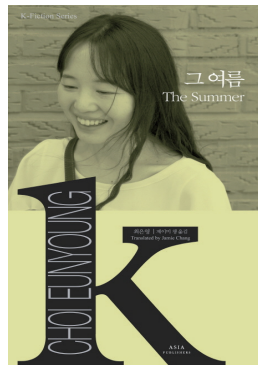


## Selected Translations



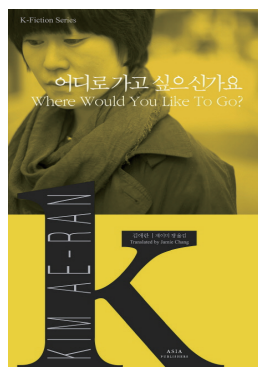
### *Clever Else Melts Into Oblivion*

By Koo Byung-mo.  
Azalea (Vol. 10), Korea Institute, Harvard University, 2017.



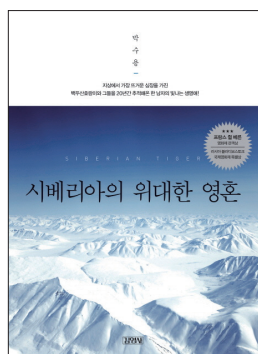
### *The Summer*

By Choi Eunyoung.  
Asia Publishers, 2017.



### *Where Would You Like To Go?*

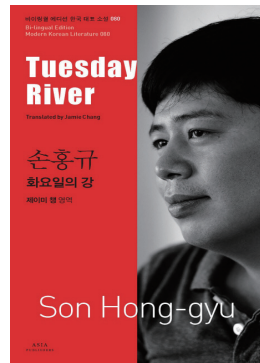
By Kim Ae-ran.  
Asia Publishers, 2016.



### *The Great Soul of Siberia*

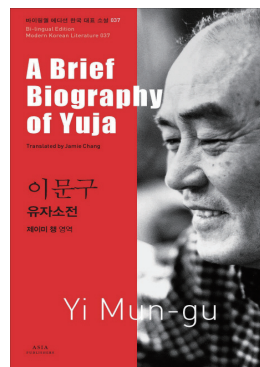
By Sooyong Park.  
Greystone Books, 2015. William Collins, 2017.

## Selected Translations



### *Tuesday River*

By Son Hong-gyu.  
Asia Publishers, 2014.



### *A Brief Biography Of Yuja*

By Yi Mun-gu.  
Asia Publishers, 2013.



### *The Wizard Bakery*

By Koo Byung-mo.  
Funded by Korea Literature Translation Institute, 2011.  
Unpublished manuscript.



### *Mouthwatering*

By Kim Ae-ran.  
Funded by Korea Literature Translation Institute, 2008.  
*Christmas Specials*, *Flugdatenscheiber*, and *Mouthwatering*  
published in *Azalea* (volumes 4 & 5) and  
*The American Reader* (Vol. 1, no. 5/6).

## #K-Book

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## #Fantasy Webnovel

**KPIPA Introduces K-Books for  
Global Publishing Markets through K-Book Platform**

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### *Dungeon Predator*

#### 1. Publication Details

Title | Dungeon Predator  
Author | Ho Dam  
Publisher | Breathe Company  
Publication Date | 2017-02-10  
ISBN | 9791162024881

#### 2. Copyright Contact

Name | Lee Haneul  
Email | sky@breathe.co.kr  
Phone | +82-3443-7312

#### 3. Book Intro

Nicknamed the 'human dragon,' the protagonist of this story is a talented pro gamer who falls into a coma for two years due to a car accident. He fortunately recovers but finds his life in disarray, with his house sold and debt piled up. What's more, the servers for his favorite game have been shut down, so he's out of options for making the money he desperately needs. He begins working out and prepares to start a new game.

\* [k-book.or.kr/user/books/books\\_view?idx=4911](http://k-book.or.kr/user/books/books_view?idx=4911)



## *Answer Me, My Prince*

### 1. Publication Details

Title | Answer Me, My Prince  
Author | Paulhee Yoo  
Publisher | Daewon C.I. Inc.  
Publication Date | 2020-03-16

### 2. Copyright Contact

Name | Lee Hanbyeol  
Email | hblee@dwci.co.kr  
Phone | +82-2-2071-2160

### 3. Book Intro

This is a romance fantasy novel in which the story unfolds as Cordelia Gray, a dreamy new editor, goes to an antique bookshop to receive a follow-up manuscript of the fairy tale book *Princess and Knights*, she accidentally exchanges letters with Arch, the handsome prince from the fairy tale. The two living in different worlds and times, they exchange letters and find the true story of "The Princess and the Knight", and their love stories that are intensifying.

\* [k-book.or.kr/user/books/books\\_view?idx=4981](http://k-book.or.kr/user/books/books_view?idx=4981)



## *A Salary Man Who Can Reverse Time*

### 1. Publication Details

Title | A Salary Man Who Can Reverse Time  
Author | Jeong Ju Haeng  
Publisher | munpia  
Publication Date | 2020-03-23

### 2. Copyright Contact

Name | Park Ji-Eun  
Email | jepark@munpia.com  
Phone | +82-70-8290-7700



### 3. Book Intro

Time: New Year's day of 2015.

Though it is New Year's day, Lee Jae Hyuk gets a phone call from the second chief of his team, asking him to show up to work with a contract for one of the firm's suppliers. On his way to the office, Lee rescues a child who otherwise would have been hit by a car, but in doing so, he himself is hit by the car.

Learning that Lee is not to die yet, the Grim Reaper gives Lee a magic watch that allows him to wind back time by 10 minutes. By using the watch, Lee escapes the fatal traffic accident. However, after Lee's revival, the Reaper does not retrieve the watch. Lee discovers that he can use the watch only once a day, and he uses its magical power to improve his unhappy life in the workplace. He takes revenge on his bullying boss, discloses corruption, and becomes a star employee at his company. Thanks to the watch, he also makes enormous profits in the domestic stock market and overseas futures markets. Lee not only moves from a part-time contract position to a permanent position, but he is also promoted. Now Lee is not satisfied being a mere full-time employee. He dreams of being the multi-millionaire leader of a heavy-industries conglomerate, and so he begins his journey to realize the dream.

\* [k-book.or.kr/user/books/books\\_view?idx=4583](http://k-book.or.kr/user/books/books_view?idx=4583)

### *The Duke Can't Sleep*

#### 1. Publication Details

Title | The Duke Can't Sleep

Author | Lemon Frog

Publisher | Mstoryhub

Publication Date | 2020-01-15

ISBN | 9791160657586

#### 2. Copyright Contact

Name | KIM CHOONGYOUN

Email | [int@mstoryhub.com](mailto:int@mstoryhub.com)

Phone | +82-70-4228-8215

#### 3. Book Intro

Kahel Luab is a duke born with the ability to possess people. Due to this curse, he has no one to serve him. One day, he meets Lena, a maid who has spent her life working hard due to being an illegitimate child. Strangely, she's immune to the duke's powers.





Naturally, the duke takes her on as his personal maid.

\* [k-book.or.kr/user/books/books\\_view?idx=4808](http://k-book.or.kr/user/books/books_view?idx=4808)

### *Shedding Wickedness (Vol. 1-3)*

#### 1. Publication Details

Title | Shedding Wickedness (Vol. 1-3)

Author | Nunoiz

Publisher | KYOBO BOOK Centre

Publication Date | 2019-03-25

ISBN | 9791159099588

No. of pages | 972

Dimensions | 145 \* 215

#### 2. Copyright Contact

Name | Kim Heayoung

Email | [cenote@kyobobook.co.kr](mailto:cenote@kyobobook.co.kr)

Phone | +82-2-3156-3824



#### 3. Book Intro

People called her a wicked woman. Lilliel Crockers, the younger sister. Beloved by everyone for her blond hair, green eyes, and angelic appearance. Elsianes Crockers, the older sister. Reigns as the queen of the socialites but is known as a wicked woman. Lilliel's good behavior wasn't without plenty of odd problems, and it always fell on Elsianes to clean up after her younger sister in secret. Not knowing this, people treat Elsianes as the villain.

\* [k-book.or.kr/user/books/books\\_view?idx=4828](http://k-book.or.kr/user/books/books_view?idx=4828)

### *Dungeon Management Guide for the Developer of the Shitty Game*

#### 1. Publication Details

Title | Dungeon Management Guide for the Developer of the Shitty Game

Author | Langpi

Publisher | everyway

Publication Date | 2020-12-20



## 2. Copyright Contact

Name | Byunghee, Choi  
Email | cbh@jamobook.com  
Phone | +82-70-8656-9588

## 3. Book Intro

One day morning, the game she created has become a reality and she is given the quest and skill by the 'administrator'. Her ability that she received is 'overwrite'. Originally, she used to kill the monster at once by 'death' but while fighting the boss Minotaur, her 'death' was overwritten by a new skill. Here, even her government starts to harass her...!

\* [k-book.or.kr/user/books/books\\_view?idx=5003](http://k-book.or.kr/user/books/books_view?idx=5003)



## Gods' Thrift Store

### 1. Publication Details

Title | Gods' Thrift Store  
Author | Dupachitapa  
Publisher | munpia  
Publication Date | 2020-03-25

### 2. Copyright Contact

Name | Park Ji Eun  
Email | jepark@munpia.com  
Phone | +82-70-8290-7700

### 3. Book Intro

Yoo Gwan Jong, who dreamed of being a hero but ended up being a purveyor of secondhand goods, one day receives a strange visitor. Without any explanation, the visitor asks Yoo to tell him if the article he has brought is genuine or fake. Yoo, who is very knowledgeable about myths and history, is easily able to tell whether the article in question is the real deal. Impressed by Yoo's knowledge, the visitor reveals his identity: he is Prometheus. Prometheus? The god that appears in so many myths of yore? Giving Yoo no time to think about the visitor's identity, Prometheus suddenly



asks, “Are you interested in getting a new job?” and suggests Yoo become the manager of a thrift store for the gods.

A managerial position in a thrift store where Baldr, Aphrodite, and even Michael the archangel trade their secondhand goods.

‘Is this real?’

A humane story of mythic gods.

The stories behind the stories that the myths could not tell.

And the story of Yoo’s growth in the mythic drama.

\* [k-book.or.kr/user/books/books\\_view?idx=4584](http://k-book.or.kr/user/books/books_view?idx=4584)

## *The Duke’s Prodigy*

### 1. Publication Details

Title | The Duke’s Prodigy

Author | Chena

Publisher | STORYHUB

Publication Date | 2019-06-20

ISBN | 9791160656244

### 2. Copyright Contact

Name | KIM CHOONGYOUN

Email | [int@mstoryhub.com](mailto:int@mstoryhub.com)

Phone | +82-70-4228-8215

### 3. Book Intro

Monster hunter Han-seong, who had to devote his life to being an imperial hound, is reincarnated as Dale, the eldest son of the Duke of Saxony, after being killed in a hunt. Dale is the son of Black Sphere, who reigns as the continent’s greatest warlock, and is reborn as a genius prodigy of the duke’s family. Is there anything he can’t do? So begins Dale’s unstoppable journey.

\* [k-book.or.kr/user/books/books\\_view?idx=4811](http://k-book.or.kr/user/books/books_view?idx=4811)



## 101st Heroine

### 1. Publication Details

Title | 101st Heroine  
Author | Menanick  
Publisher | Daewon C.I. Inc.  
Publication Date | 2020-01-13  
ISBN | 9791136216717  
No. of pages | 243

### 2. Copyright Contact

Name | Jina Han  
Email | jina@dwci.co.kr  
Phone | +82-2-2071-2141

### 3. Book Intro

It is a fantasy novel about a romance between a crown prince and an ordinary young woman who has been reincarnated, which happens during a contemporary audition program to pick the wife of the crown prince. Ibby Collins was an ordinary high school girl who liked romance stories that have to do with reincarnation and she is reborn as a waitress in the world of fantasy. She firmly believes that she has a role as an extra in this world of fantasy and lives her life, working as a waitress in her rural hometown of Folcus. Angered by her boyfriend's betrayal, she had applied for the Crown Princess Nomination Event and one day, like winning a lottery, she receives a notice that she had won a place in it. She takes part in it as the one-hundred-first nominee for the election of the Crown Princess.

As she takes part, she has to go through the predicament of a corrupt media attack, the jealousy and contempt of the other participants but along the way, she is able to make friends while becoming more mature. Hiding his true identity, the Crown Prince, Ikasha, who also takes part in the nomination, under the disguised name of Violet, becomes enamored with the honest and confident Ibby; at the same time, he himself undergoes a transformation.

But when it becomes apparent that Ibby is facing more and more difficulties to the point of her life being at risk in this event that the Crown Prince himself had planned and organized, he blames himself and makes an attempt to save her at a great sacrifice.

The nomination reaches a climax when the dual desires of the Crown Prince clash; that is, his wanting to keep Ibby at his side or letting her free in order to guarantee her safety.



\* [k-book.or.kr/user/books/books\\_view?idx=2739](http://k-book.or.kr/user/books/books_view?idx=2739)

## *The God of Language Writes a Myth*

### 1. Publication Details

Title | The God of Language Writes a Myth

Author | Tae Dae Bee

Publisher | munpia

Publication Date | 2020-09-07

### 2. Copyright Contact

Name | Park Ji Eun

Email | jepark@munpia.com

Phone | +82-70-8290-7700

### 3. Book Intro

Ju Hui dies of anger while playing an online game. His last word at the moment of his absurd death was "Sh\*t!"

Surprisingly, the supreme god of the fantasy world thinks Ju Hui's last word is extremely efficient compared to the language of his fantasy world. The supreme god appoints Ju Hui as the god of language and replaces all the languages in the world with Korean.

Before he knows it, Ju Hui has become the god of language. He can understand not only all human languages but also the languages of animals and all beings across the globe. He is also capable of understanding and learning anything written in books.

Gods who are jealous of Ju Hui's super-power plan to kill Ju Hui before he becomes too powerful. Sephiroth, the god of livestock, is one of them. He sends Avok, his divine beast, to kill Ju Hui.

Avok openly reveals to Ju Hui that he has come to kill him.

Confronting Avok, Ju Hui pulls out his greatest weapon: his eloquence.

Will Ju Hui be able to save his life and establish his position as a god?

Let's follow the new myth written by the god of language!



\* [k-book.or.kr/user/books/books\\_view?idx=4585](http://k-book.or.kr/user/books/books_view?idx=4585)

Info

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## Overseas Publication Grants 2021

Grants awarded in 2021

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The Publication Industry Promotion Agency of Korea (KPIPA) has carried out this year's "Overseas Publication Grants" to promote the overseas advancement of Korean publications. The "Overseas Publication Grants 2021" 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 2021."



### *Where is Grandma?*

Writer | An Eunyoung  
Publisher | A thousand hope  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Alvita Publishing Co., Ltd.  
ISBN | 9789865570064



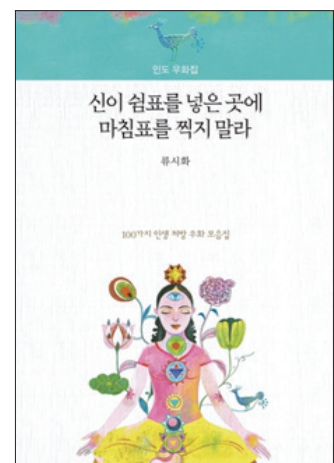
### *Effective Reading*

Writer | Choi Seung Feel  
Publisher | Chaekguru  
Genre | Practical, Education, Teaching  
Translated Language | Traditional Chinese  
Awarded Publisher | ACME Publishing Group  
ISBN | 9789865073527



### *Do not put a period where God puts a comma*

Writer | Shiva Ryu  
Publisher | The Forest Book  
Genre | Literature\_Non fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | Domain Publishing Company  
ISBN | 9789865548520





### *In nine out of ten, only in Korea*

Writer | Oh Chang-ik  
Publisher | Saminbooks  
Genre | Literature\_Fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | Marco Polo Press  
ISBN | 9789865509651



### *Snowstorm*

Writer | Kang Gyeongsu  
Publisher | Changbi Publishers, Inc.  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Ollin Publishing Co., Ltd.  
ISBN | 9789869990554



### *Why Don't You Ask First?*

Writer | Lee Hyeonhye  
Illustrator | Kim Juli  
Publisher | A thousand hope  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Pretty Smart Cultural & Creative Co., Ltd  
ISBN | 9789860725001



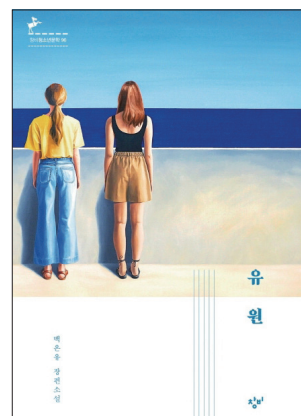
## *Greetings*

Writer | Kim Sung mi  
Publisher | Bear Books Inc.  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Sharp Point Press  
ISBN | 9789865517502



## *You-won*

Writer | Baek On yu  
Publisher | Changbi Publishers, Inc.  
Genre | Literature\_Fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | SUN COLOR CULTURE CO., LTD  
ISBN | 9788936456962



## *Korean language education - grammar*

Writer | Kang Hyun-hwa, Lee Hyun-jung, Nam Shin-hye,  
Jang Chae-rin, Hong Yeon-jung, Kim Kang-hee  
Publisher | Hangeul Park  
Genre | Education, Teaching  
Translated Language | Traditional Chinese  
Awarded Publisher | TAIWAN MANSION PUBLISHING  
CO., LTD  
ISBN | 9789864541539



### *Lane 5*

Writer | Eun So-hole, Noh In-kyung  
Publisher | Munhakdongne Publishing Group  
Genre | Literature\_Fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | Tien Wei\_Hsiao Lu Publishing  
Company  
ISBN | 9789865566494



### *Summer Flavour*

Writer | Cheon Mijin  
Illustrator | Shin Jinho  
Publisher | KIZM Education Group  
Genre | Children's book  
Translated Language | Traditional Chinese  
Awarded Publisher | Yuan Liou Publishing Co., Ltd  
ISBN | 9789573290124



### *We're a little tired*

Writer | Park Jong-seok  
Publisher | Porche (Sam & Parkers)  
Genre | Literature\_Non fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | TITAN Publishing Co., Ltd  
ISBN | 9791197141393



## *Exploitation City, Seoul*

Writer | Lee Hyemi  
Publisher | Geulhangari  
Genre | Literature\_Non fiction  
Translated Language | Traditional Chinese  
Awarded Publisher | TITAN Publishing Co., Ltd  
ISBN | 9789861796130



## *FAUSTER*

Writer | Kim Ho-yeong  
Publisher | Wisdomhouse Mediagroup Inc.  
Genre | Literature\_Fiction  
Translated Language | German  
Awarded Publisher | Europa Verlage GmbH  
ISBN | 9783965090439



## *The Blue Duck*

Writer | Lilia  
Publisher | KINDERLAND/BANDAL  
Genre | Children's book  
Translated Language | German  
Awarded Publisher | Mixtvision  
Mediengesellschaft mbH  
ISBN | 9783958541788



### *Little Chick Pee-yaki's Mom*

Writer | Baek Heena  
Publisher | Bear Books Inc.  
Genre | Children's book  
Translated Language | Russian  
Awarded Publisher | Popuri LTD  
ISBN | 9789851548916



### *Britannica Educational Comic Series*

Writer | Mirae N  
Publisher | Mirae N Co., Ltd.  
Genre | Education, Teaching  
Translated Language | CHINESE AND MALAY  
Awarded Publisher | Tunas pelangi  
ISBN | 9789674894788, 9789674894665



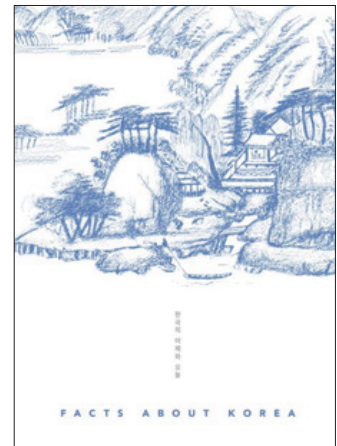
### *Webtoon School*

Writer | Hong Nan ji, Lee Jong Beom  
Publisher | SIGONGSA Co., Ltd.  
Genre | Comics, Graphic Novels, Education, Teaching  
Translated Language | English  
Awarded Publisher | Poppypub  
ISBN | 9788952772992



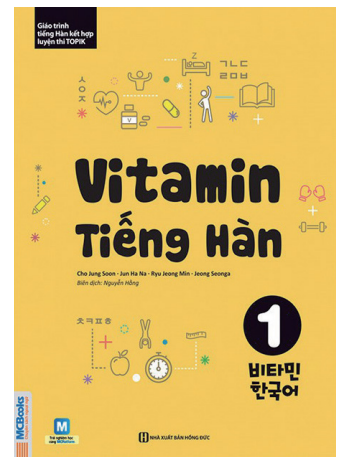
## **FACTS ABOUT KOREA**

Writer | Korean Culture and Information Service  
Publisher | Korean Culture and Information Service  
Genre | Health, fitness, dieting, Travel  
Translated Language | English  
Awarded Publisher | Poppypub



## **Vitamin Korean 1**

Writer | Cho Jung Soon, Jeong Seonga, Jun Ha Na,  
Ryu Jeong Min  
Publisher | DARAKWON, INC.  
Genre | Education, Teaching  
Translated Language | Vietnamese  
Awarded Publisher | MCBOOKS  
ISBN | 9786048963248



## **1CM+**

Writer | Kim Eun Ju  
Illustrator | Yang Hyun Jung  
Publisher | humimmingbird (Bacdoci. Co., Ltd)  
Genre | Comics, Graphic Novels  
Translated Language | Vietnamese  
Awarded Publisher | Vietnam AZ Communication &  
Culture Company Limited  
ISBN | 9786047787135





### *Can You Hear My Heart?*

Writer | Jo Ara  
Publisher | Hansol Soobook publishing. co.  
Genre | Children's book  
Translated Language | Portuguese  
Awarded Publisher | Editora Caixote  
ISBN | 9786586666052



### *I Am a Dog*

Writer | Baek Heena  
Publisher | Bear Books Inc.  
Genre | Children's book  
Translated Language | Swedish  
Awarded Publisher | Tranan och Trasten AB  
ISBN | 9789189175693



### *Our home*

Writer | Jin Joo, Jin Kyung  
Publisher | GORAEBAETSOK  
Genre | Children's book  
Translated Language | French  
Awarded Publisher | La Joie de Lire  
ISBN | 9788992505536



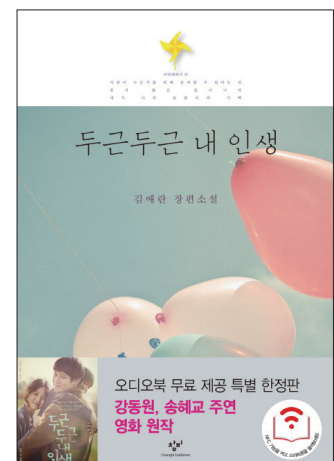
### *It got bigger!*

Writer | Seo Hyun  
Publisher | SAKYEJUL PUBLISHING LTD.  
Genre | Children's book  
Translated Language | SPANISH  
Awarded Publisher | Pequeño Editor  
ISBN | 9788958286219



### *My Palpitating Life*

Writer | Kim Ae Ran  
Publisher | Changbi Publishers, Inc.  
Genre | Literature\_Fiction  
Translated Language | Indonesian  
Awarded Publisher | Haru Publisher  
ISBN | 9788936433871



### *Don't meet someone like this*

Writer | You Yeongmahn  
Publisher | Thoughts of a Tree Publishing Co.  
Genre | Self-improvement, psychology  
Translated Language | Indonesian  
Awarded Publisher | TransMedia Pustaka  
ISBN | 9786237100621 \*tentative



### *Two Girls Live Together*

Writer | Kim Hana, Hwang Seonwu  
Publisher | Wisdomhouse Mediagroup Inc.  
Genre | Literature\_Non fiction  
Translated Language | Japanese  
Awarded Publisher | CCC Media House Co., Ltd  
ISBN | 9784484211039



### *I'll cross the world and come to you*

Writer | Lee, Kkoch-nim  
Publisher | Munhakdongne Publishing Group  
Genre | Literature\_Fiction  
Translated Language | Japanese  
Awarded Publisher | KADOKAWA CORPORATION  
ISBN | 9784041110263



### *Monk Pomnyun's happiness*

Writer | pomnyun  
Publisher | Namumind  
Genre | Literature\_Non fiction  
Translated Language | Japanese  
Awarded Publisher | Magazine House., Co. Ltd  
ISBN | 9784838731435



### *In search of lost wages*

Writer | Lee Min-kyung  
Publisher | Baumealame  
Genre | Literature\_Non fiction  
Translated Language | Japanese  
Awarded Publisher | Tababooks  
ISBN | 9784907053475



### *The whole house clean out services for Dead man*

Writer | Kim Wan  
Publisher | Gimm-Young Publishers, Inc.  
Genre | Literature\_Non fiction  
Translated Language | Simplified Chinese  
Awarded Publisher | Beijing White Horse Time  
ISBN | 9788934992493



### *Dinosaur Empire*

Writer | Do-yoon Kim  
Publisher | HANBIT MEDIA, Inc.  
Genre | Comics, Graphic Novels  
Translated Language | Simplified Chinese  
Awarded Publisher | Jieli Publishing House Co., Ltd  
ISBN | 9791157843404



## Super Turtle

Writer | Yoo Seol-hwa  
 Publisher | Bear Books Inc.  
 Genre | Children's book  
 Translated Language | Simplified Chinese  
 Awarded Publisher | Tianda Culture Holdings  
 ISBN | 9788993242980



## DOLLAGOOT DREAM DEPARTMENT STORE

Writer | Lee Miye  
 Publisher | Sam & Parkers  
 Genre | Literature\_Fiction  
 Translated Language | Simplified Chinese  
 Awarded Publisher | Beijing ERC Media, Inc.  
 ISBN | 9791165341909



## Tremolo and Echo

Writer | Kim Sangwook  
 Publisher | EAST-ASIA Publishing Co.  
 Genre | Literature\_Non fiction, History Humanities  
 Translated Language | Simplified Chinese  
 Awarded Publisher | Beijing ERC Media, Inc.  
 ISBN | 9788962622508



## *Tempus*

Writer | Lee Jungho  
Publisher | Sang Publishing  
Genre | Children's book  
Translated Language | Simplified Chinese  
Awarded Publisher | Guangxi Normal University Press  
ISBN | 9787549557554



## *A Store that's out of this world*

Writer | KIM SUN JEONG  
Illustrator | YOO KYUNG HWA  
Publisher | Studio lime  
Genre | Children's book  
Translated Language | Simplified Chinese  
Awarded Publisher | Guangxi Normal University Press  
ISBN | 9791189208363



## *Super Level*

Writer | Kwon Ohhyun  
Publisher | Sam & Parkers  
Genre | Business, Economics  
Translated Language | Thai  
Awarded Publisher | AMARIN PRINTING  
ISBN | 9786161840280





### *Bone Soup 1-2*

Writer | Kim Young-tak

Publisher | arte

Genre | Literature\_Fiction

Translated Language | Thai

Awarded Publisher | Jamsai Publishing Co., Ltd.

ISBN | 9786160627431



### *Please Look After Mom*

Writer | Kyung Sook SHIN

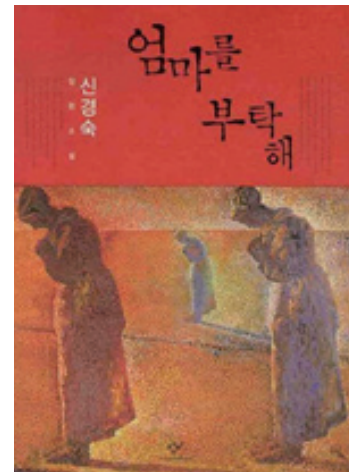
Publisher | Changbi Publishers, Inc.

Genre | Literature\_Fiction

Translated Language | Polish

Awarded Publisher | Kwiaty Orientu

ISBN | 9788366658134



### *Sometimes it's okay to curl up*

Writer | Daan Kim

Publisher | Billy button

Genre | Self-improvement, psychology, etc

Translated Language | English

Awarded Publisher | Adarna House, Inc

ISBN | 9791188545186

