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K-Book Trends

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

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TOPIC

Travelers Return After COVID-19

Written by Kim Da-Young

(Writer of *Travel Trends Changing the Travel Industry* (Miraebook) and head of “Hitchhickr (hitchhickr.com),” a website that provides travel insights)

The trend of travel books in Korea before and after COVID-19

After the Korean government lifted the bar for overseas travel in 1989, the major driver behind the growth of the travel book market in the 1990s was guidebooks, which mainly delivered information about the destination country. The introduction of the *Across the World* (RH Korea Co., Ltd., formerly published by Random House) series, which was the translated version of the magazine *How to Walk on Earth* published by Diamond Big in Japan, opened the first generation of travel guidebooks in Korea. In the late 1990s, the second-generation guidebooks such as the *Centuplicate Your Joy* (RH Korea) series and the *Just Go* (Sigongsa Co., Ltd.) series published, which the foreign

rights were bought from Japanese publishers and translated in Korean. Since then, those series developed along with the revised editions and Korean writers began to actively engage in content creation to keep up with more recent information and securing competitiveness, as it takes too much time in buying foreign rights, translate, and publish in Korea. Yet, as the heads of travel agencies with rich knowledge of the destination country used to hold the pen during this period, the books tended to contain tourism-based information such as historical spots and Korean restaurants included in group-tour courses, or just broad-brush information about the target country.

However, the number of Koreans going on self-guided tours skyrocketed entering the 2010s with the popularization of low-cost airlines and rapid informatization, increasing from 52.4% in 2013 to 79.7% in 2019. Also, as the mainstream moved from tour packages to self-guided tours and as the sources of travel information shifted to online platforms, the trend in the travel book market has changed significantly – books have become a practical information provider for people’s itinerary planning.

If you roughly divided Korean travel books into two categories before the pandemic, they would be guidebooks and travelogues. For guidebooks, particularly entering the third generation in the market, more publications targeted the millennial generation that searches for information about self-guided tours before their departure. The best examples were the *Tripful* (Easy & Books) series, similar to magazines in terms of format and composition,

and the *Holiday* (Dream Map Books) series, which is closer to a handbook. These books were strategically published as a guidebook covering cities, not by countries, targeting consumers in their 20s and 30s that use their short vacations for traveling overseas. Also, the information they provide mainly features nice restaurants, cafes, and popular photo spots, rather than traditional tourist spots, focusing on the interests of the young generation. Travel essays, or travelogues, have also begun to reflect the consumption style of the MZ generation, who does not hesitate to spend on intangible experiences like traveling to post on their online spaces. For example, the book *Just Feel This Wind Today* (Sangsang Publishing) written by Chungchoon Yuri (Uri Bella), a travel writer famous for her “Instagram-able” photos taken during her trips, and *Hanbok, Traveling* (Purun Books), a book published after the photos of the writer traveling around the world wearing *hanbok* (traditional Korean clothes) went viral on the Internet, are the early examples of the “travel, take a photo, and post” trend that has now become common.



Tripful: Paris, New York Holiday, Just Feel This Wind Today, and Hanbok, Traveling

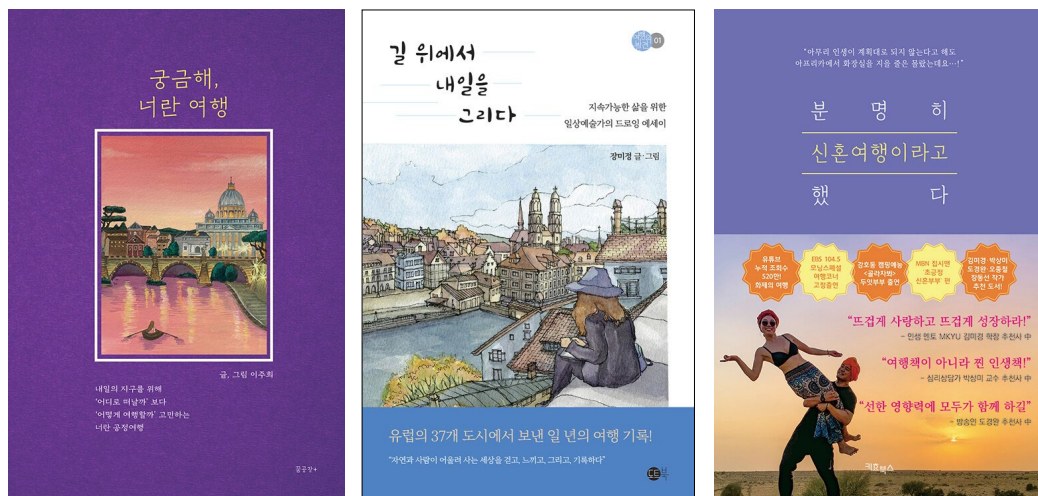
Also, as the overall travel budget was cut down with the emergence of low-cost carriers, travelers no longer have to feel responsible about or have a critical mindset towards traveling overseas. This kind of reflectivist approach was also not commonly found in Korean travel books. However, as the explosive surge in traveling was forcibly halted due to the pandemic, travel books' content began to take a different direction. As it was their first time facing a situation where they were restrained from going on a trip regardless of their will, they were given the time to think of “why” and “how” to travel, rather than “where” they wanted to go. As the perception and freedom of traveling underwent changes, travel books began to take a different approach to travel.

Korean travel books experienced three changes during the pandemic

The first trend in Korean travel books that appeared after the pandemic is the emergence of travel books that connect traveling with sustainability or emphasize travelers' responsibility and ethics. Of course, books have talked about ecotourism or fair travel, but the topics were not commonly dealt with before. The trend changed after the pandemic, and non-fiction travel books have begun to discuss practical or fair travel steadily.

For example, *I Want to Know More About You, Traveling* (Dreambooks), written by Lee Joo-Hee, a fair travel planner,

is a record of the writer practicing a daily habit of carrying a handkerchief and a tumbler and participating in a tour where the local residents get the returns from the tour package. Also, environmental activist Jang Mi-Jung's *Drawing Tomorrow on the Road* (Dot Books) takes a reflectivist approach to travel. In the book, she introduces all kinds of her daily habits that changed after visiting a public cultural space in Europe and being influenced by Europeans' frugality. Finally, the book *It Will be a Honeymoon, They Said* (Kihyo Books) is a travelogue of a married couple who traveled to 28 countries for 355 days after marriage, volunteering in African and South American countries. These books contrast with the books about a married couple going on a world trip, which was a big trend in the past in Korea, focused on the motivation of going on a trip - quitting their job and going abroad to seek the present moment of happiness. In short, as non-fiction that "displays" traveling experiences failed to be a selling point during the pandemic when traveling was harshly limited, non-fiction that emphasizes the cause of travel and the responsibility of travelers emerged as the alternative.



I Want to Know More About You, Traveling, Drawing Tomorrow on the Road, and It Will be a Honeymoon, They Said

Another big trend was the emergence of travelogues, which feature changes in the attitude or mindset toward traveling. People in the travel industry were hit particularly hard by the pandemic, going through significant changes in their lives and jobs as the disease took away their means of living overnight. Their stories drew the attention of readers as they could get a second-hand experience of the lives of people in the travel business that had not been spotlighted before. For example, *I'm a Flight Attendant of a Flightless Plane* (Apple Books), written by former flight attendant Woo Eun-Bin, talks not only about the thrill of traveling as a flight attendant but also the unknown side of the travel industry, such as the changed reality in career after the pandemic. Also, the book *I'm a Minimal Nomad* (Gilbut Publishers), written by former travel guide Park Gun-Woo, pinpoints the changes in his career, where he could not return to his job as a guide for three years due to the pandemic, but had to

make ends meet by taking YouTube – which was only a side job before - as the main job.

Some books looked at the absence of traveling through the process of preparing for travel or trips in the past. For example, the book, *The Travel Preparation Skills* (Geulhangari), written by Doctor Park Jae-Young, drew attention as it suggested that “preparing for a trip” can be a hobby itself, and that traveling might not be just all about leaving the country. Also, the book *I Think About Traveling Everyday* (Dal Flowers) is a travelogue of an office worker who bought a world-travel flight ticket with the mileage he has been earning for a long time. From the composition point of view, the book is more like an ordinary travelogue. However, the book suggested a new direction for travel books with a narrative that ruminates on pre-pandemic travel, reflecting the changed mindset of readers after the pandemic. Its marketing strategy also targeted “travel lovers who refrained from traveling.”



I'm a Flight Attendant of a Flightless Plane, I'm a Minimal Nomad, The Travel Preparation Skills, and I Think About Traveling Everyday

The third changed trend is that vicarious satisfaction and fandoms are observed in books that feature the experiences of travel YouTubers that became very popular during the pandemic. In 2021, when everyone in the country could not even think about going abroad, some people decisively took off to other countries right after they got vaccinated – the travel YouTubers. Their videos that captured vivid overseas landscapes and local situations without any filters while almost everyone was forced to stay in their country gained great popularity among the audience, leading to popularity in the publishing market.

For example, the book *Let Me Live My Own Way* (Sangsang Publishing), written by Lee Won-Ji and published right before the pandemic, became a steady seller today as the writer's YouTube channel "Wonji Lee" got popular during the pandemic. Also, the book *Don't Put Off Things that Shine* (RH Korea) by YouTuber "Traveler May" and the book *The More Exciting Things, The Better!* (Sangsang Publishing) by Kim Ok-Sun, who is known for her YouTube channel "youlakk," became popular books by drawing support and vicarious satisfaction from the MZ-gen subscribers, the major audience of their channels. Both were written by female YouTubers in their 20s, fresh out of college, who chose to travel after quitting their jobs. Also, they grew their YouTube channel by making videos about traveling during the pandemic, and they marketed their books based on this, securing their fans as readers. Now that YouTube has become the mainstream of travel content distribution, these books are one of

the examples that reflect the changed situation in the travel book market where travel YouTubers, with their channel and fans, have a competitive edge in the playing field.



Let Me Live My Own Way, Don't Put Off Things that Shine, and The More Exciting Things, the Better!

People are traveling once again with the virus going endemic

Entering 2023, the demand for traveling abroad has been in skyrocketing. According to the Statistics of Arrivals and Departures released by the Korea Tourism Organization, 1.78 million Koreans departed in January 2023, which is very close to 2 million, the average number of departures measured in 2018 and 2019. Large bookstores have again displayed shelves for travel books that have been gone for a while, and new travel books are pouring out onto the market. On top of the three trends discussed earlier, recently-published travel books give a glimpse of travelers' viewpoints towards traveling that have changed after the pandemic.

The keyword “small towns” was noticeable among guidebooks. For example, *Traveling in Small Towns in Japan* (Planning Books), *Traveling in Tuscany* (Sigongsa), and *A Walk in Shizuoka, a Small City in Japan* (Porche Books) were published around the same time. This shows that traveling to small cities, regarded as a themed trip or a unique trip before the pandemic, is spotlighted as a popular choice. It also reflects the new mindset of travelers as they got to prefer traveling safely in less crowded cities after the pandemic, avoiding famous, overcrowded cities. The trend of “contactless” travel can also be seen in travel books published recently, which cover destinations or road trips where people can indulge in beautiful, open landscapes. For example, *Again, Going South* (B.read) - a travelogue of a road trip in the western US, *It's Okay, Happiness Will be Waiting for You at the End* (Koala Company) - Sohn Mi-Na's essay about a walking tour in Santiago, and *Off-road Wild Hot Springs* (Jisungsa) - a travelogue of wild hot springs across the Americas, are good evidence that the popularity of outdoor travel, which continued throughout the pandemic, is shifting to road trips.



Traveling in Small Towns in Japan, Traveling in Tuscany, It's Okay, Happiness Will be Waiting For You at the End, and Off-road Wild Hot Springs

One clear thing is that post-pandemic travel is different from what it used to be before, and travel books have no choice but to reflect the changed perception towards traveling. Korean travelers now strongly pursue slow and relaxing trips while interacting with the local culture, breaking away from the past tendency where they aimed at going to as many tourist spots as possible. Also, they try to invest in traveling to uncrowded regions with beautiful landscapes to get mental rest, away from crowded places. Hence, travel books are expected to concentrate on suggesting new tourist destinations and trends that suit the changed needs of travelers, while meeting the demands for traveling that have been suppressed for the past three years of the pandemic.

SPECIAL PROJECT

[Book & Media ⑤]

Divorce Attorney Shin

Everyone Has the Right to a “Sacred” Divorce

Written by Song Su-Hui

The protagonist becomes a divorce lawyer out for revenge.

Clients consult with the protagonist in desperation.

A “human” story created by two intertwined pillars.

The drama “Divorce Attorney Shin,” which aired simultaneously on JTBC and Netflix in 2023, was a drama based on the webtoon with the same title. The original story *Divorce Attorney Shin* (book publisher: MIMESIS Co.) was a hot series recording more than 25 million accumulated views, and the decision to dramatize the webtoon was welcome news for the fans as they had been praying for it throughout the serialization. Also, drama fans have eagerly waited for the show’s premiere, as it featured a cast

of Korean actors known for their excellent acting, such as Cho Seung-Woo, playing the main character Shin Sung-Han, and Han Hye-Jin, who joins him in a lead role. With massive support from webtoon fans and drama fans, the drama “Divorce Attorney Shin” has steadily kept its 3rd place on Netflix Korea, achieving fine results. In addition, it also captured the hearts of international fans as it ranked 5th on Netflix Japan.

The drama’s success was largely thanks to the original story’s power and the casting of famous actors and actresses and their excellent acting. The webtoon *Divorce Attorney Shin* features various episodes revolving around Shin Sung-Han, who becomes a divorce lawyer for revenge, and his clients. The writing team of the original story “Team Kang Tae-Kyung (story writer Kang, illustrator Tae-Kyung)” have proven their talent for amazing descriptions in previous works such as “Them” and “The Robber.” The team also commented that they used realistic portrayal of the human aspects of the characters surrounding divorce in *Divorce Attorney Shin*. The drama version as well reflects the characteristics of the original story, humanizing the desperate stories of divorce lawyer Shin and his clients. Now, let’s compare the original webtoon and the drama, and see how the drama drew the subjects of divorce and litigation, which can often be triggering, in a “sacred” way (translator’s note: *shinsung* also means being ‘sacred’ in Korean).



The webtoon poster and the cover of the first volume of *Divorce Attorney Shin*, and the main poster of the drama

Plot - I've Got that Divorce Covered!

Divorce is like a “fight you always lose,” because you’re undermining the person you once loved. The protagonist, Shin Sung-Han, is the victim of an unfair divorce in the past, and becomes a divorce lawyer to find a way to get revenge. Most of his clients are desperate people on the verge of losing, but Shin goes through countless trials with them. Through the course of this, Shin gets closer to the truth of his painful memories. Will Shin be able to get his revenge?

Book vs Drama - A Drama with a Twist

#1. Shin Sung-Han's Total Makeover

The most significant difference between the original story and the drama would be the change in the character of Shin Sung-Han. In the original story, Shin is cold and brusque and is a

stereotypical lawyer who always wears a suit. However, in the drama, he appears friendly and humorous, wearing casual clothes. Also added were his past as a pianist and the part where he passed the last bar exam at a late age. Thanks to these, Shin Sung-Han in the drama became a character who has a mysterious image with strong ambition, making the audience wonder about his story.

The target for revenge has also changed in the drama. While the original story is mainly about Shin having a conflict with his heartless mother, who abandoned his father and himself for her own successful career, Shin takes revenge on the entire former family of his younger sister, who died after being wrongfully divorced.

#2. The Actors and Actresses Made the Drama Unique

There was a person who greatly influenced Shin Sung-Han's makeover in the drama – actor Cho Seung-Woo, who acted as Shin. As he participated in shaping the character “Shin Sung-Han” together with the drama team from the planning stage, it is no exaggeration to say that casting Cho created a special character unique to the drama. Also, Kim Sung-Kyun and Jung Mun-Sung, famous for being all-around supporting actors, were cast as Jang Hyung-Keun and Cho Jung-Sik, friends of Shin Sung-Han in the drama. The acting and ad-libs from the three actors' friendship made the scenes realistic, as if we were watching real friends, enriching the drama. The genuine laughs created

by their chemistry are one of the drama's charms made by the sensible casting of the drama team.

#3. Sometimes Heavy, Sometimes Light

The original story *Divorce Attorney Shin* received good comments that it composedly and meticulously covered the triggering subject of divorce. While the episodes are heavy and complex, people said the writers were good at portraying human beings and organizing the settings, making it hard to take their eyes off every episode. On the other hand, the drama version is somewhat lighter. It makes the viewers laugh easily by adding odd scenes in between serious cases and helps them to brace for the next case to come. Also, unlike the webtoon version where people could pause reading and return to the story when they wanted, let alone the short episodes, the drama, which is relatively longer (around an hour), inevitably used this tool to have the audience stay focused. So, even though they are based on the same story, the different nature of the format has brought about a distinct uniqueness. Now, how about enjoying the webtoon and drama of *Divorce Attorney Shin* – sometimes heavy and sometimes light - and have double the fun?

* Trailer of the drama “Divorce Attorney Shin” – <https://youtu.be/cKzFXmL-2u8>

EXPORT CASE

The Marketing Strategy for the Chinese Version of *The Mummy Book*

**A Korean picture book sold more than 30K copies in a year:
What was its secret to touching the hearts of Chinese moms?**

Written by Jie Ma (马婕) (Vice Editor-in-chief of Jieli Publishing House and Youth Branch President (接力出版社副总编辑, 青年分社社长))

I remember the day I first opened the book, *The Mummy Book* (Korean publisher: Woongjin ThinkBig, Simplified Chinese Version Title: *我的妈妈* (My Mom)), during the planning meeting deciding whether to publish it. On the sky blue cover, there was a round-faced young girl with curiosity all over her face, and its smooth feeling brought me back to the desk as I returned from work. I soon fell into the story. The book's first page shows a mother and "I" lying silent on a bed and starts with a sentence that says, "A mom was born as I was born." The beginning of the book leads readers on an adventure observing a mother from a young girl's point of view.

Many picture books under the theme of mother, such as Anthony Browne's *My Mum*, a Chinese classic children's tale

小蝌蚪找妈妈 (Tadpoles Looking for Their Mom), or Japanese writer Sakai Gomako's ぼくおかあさんのこと (My Mom Is), are gaining popularity among Chinese readers. Moms in those picture books are always beautiful, strong, and nearly perfect. In contrast, *The Mummy Book*, written by Kwon Jung-Min, boldly shows a mom living her reality. By exhibiting daily lives that make the mom seem pathetic, lazy, and even slightly distressed, the writer brings all readers to this reality and helps them understand that their mom is just another human. After finishing the book, ideas about how to lead more Chinese readers to read *The Mummy Book* and make the book stand out in a competitive market and how I should start to figure out the readers accurately swirled in my head.



The Korean and Simplified Chinese covers of *The Mummy Book*

Making Accurate Marketing Strategies through Clear Positioning in the Market

Distinct market positioning helps plan accurate marketing strategies and activate sales as the market can be segmented in detail. For example, a month before *The Mummy Book* was published, my publishing team asked many readers, book promoters, and online influencers to review the book by sending specially made dummy books. Some young mothers among the reviewers said their eyes reddened while reading the book and commented, “The book accurately reflects my heart” and “Undescribable feelings were depicted well in the book.” A renowned picture book artist expressed gratitude for sending the book and said, “All the scenes were shocking. Unlike other books, this piece boldly describes a true mother.” Some readers who are fathers asked why there is no book for fathers and said that fathers do a lot for their families at home too.

Through many investigations, I came to think that the main target readers of *The Mummy Book* are young moms born between the 1970s and 1990s. They are the ones who take on the social stress from home life and work, as well as the anxiety moms have, without an utterance. In other words, young moms are the pillars of society, the core of the household, and the ones kids rely on the most.

After setting the market position, we analyzed the target group’s education level, income, educational background, and other demographic profiles to plan for precise marketing strategies

tailored to the target. The marketing strategy was set based on three steps: Pre-marketing, Launch marketing, and Post-marketing. Strategy for readers, marketing channels, and sales have to be specific and evident for each stage to successfully deliver the value of the content to readers and increase sales.

Word of Mouth on Online Channels through New Media Platforms

We introduced *The Mummy Book* to many Chinese readers through marketing and advertisement on new media platforms. As of June 2022, there were 1 billion 51 million Internet users and 1 billion 4.7 million mobile Internet users in China. As PC and mobile devices with a large user base met their golden age in the recent era, the new media telecommunication service industry had great potential to grow as a market. Using the new media platform was essential in delivering content value.

By sharing posts on Xiaohongshu (小红书), we let young moms listen to the story themselves. Xiaohongshu of China is a lifestyle and customer decision-making platform with over 200 million MAU (Monthly active users). The primary users of the platform are young females, especially netizens interested in child rearing and other content. Based on user tags, we found 100 influencers on Xiaohongshu who align with *The Mummy Book*, let them read the book, and then share posts about it. As a result of the activity, the post recorded more than 300K views.



A posting on the platform, Xiaohongshu (小红书)

One feature of the short clip length of another platform, TikTok, enables users to make and post videos on specific content. China's TikTok is a music, creative, and short clip social platform for all ages. It has over 1 billion subscribers with a DAU (Daily Active Users) of over 700 million. Members aged 25 or lower take 32.99%, the highest among all, and subscribers between the ages of 26 and 35 account for 32.07%, the second largest group. We invited around 10 TikTok influencers, interpreted *The Mummy Book*, created short clips, and recorded more than 100K views. We also ran a campaign under the theme "Mom's Tree Hole Time" on social media communities, including TikTok. Through the campaign, young moms posted their journey and feelings about being a mom for the first time in writing or videos, sharing their hearts actively.



The TikTok campaign, “Mom’s Tree Hole Time”

Finding Content Value and Using It for Creative Marketing Models

Publishers need to deep-dive into the content quality of good books and spread their value as much as possible by using media. *The Mummy Book* is a book for young moms, children, and even the whole family. The reason so many readers love the book is that it delivers a unique value. While surfing the Internet, I found that the new writer Kwon Jung-Mins picture book *The Mummy Book* won the Korean Publishing Culture Awards, the best publishing industry award in Korea, from an article released by *Hankookilbo* in 2022. The book won the award for the following reason: “The writer creatively recreated maternity in the book, and the realistic images in the book went against the mythologization of maternity. The book can be said to be a

masterpiece working as the wake-up call of modern maternity.” To better understand what the commentator meant by “the wake-up call of modern maternity,” we invited Yuan Xiaofeng (袁晓峰), a Chinese children’s literary writer, renowned children’s book promoter, as well as the principal of the Houhai (后海) elementary school, Jiuer (九儿), a famous Chinese picture book writer and illustrator, and Li Yiman (李一慢), a well-known book promoter in China, to have an in-depth discussion about the content.

Many books have been on motherhood, but *The Mummy Book* is an exceptional, realistic, and uncommon piece. Instead of a story about a perfect mother, in the form of an encyclopedia, the book tells you about the daily life of a mother raising her child through stories of the mother’s deep love felt by children and children feeling touched by a strong mother who would go to great lengths.

- Yuan Xiaofeng

(A children’s literary writer, a renowned children’s book promoter,
the principal of the Houhai elementary school)

The picture book made me cry. This is my first time seeing a book written from such a different viewpoint. I strongly recommend the book to new dads and moms. Let’s read it together and show love to our mom and our family.

- Jiuer

(A famous Chinese picture book writer and illustrator)

Growing up, I wondered how to learn more about my mother and keep a good relationship with her. *The Mummy Book* finally allowed me to think deeply about it. The book's first sentence on its first page, "A mom was born as I was born," deeply touched my heart.

- Li Yiman
(A well-known Chinese book promoter)

More than anything, principal Yuan Xiaofeng said that the book could be an excellent way to keep positive relations with family members. He also wrote a special reading guide, “妈妈图鉴 (Homework for Dads),” which included a phrase that said, “The writer studied mom closely and directly after birth and wrote the book from a perspective of a little girl who wants her dad get to know more about mom as she does. So, the kid wrote the book named *The Mummy Book*. The girl knows that she is a baby of both mom and dad, and new moms have new dads beside them. So, the kid would want her dad to finish the reading homework at once. The homework is a must, not a choice.”

The interpretation of *The Mummy Book* by experts from various fields, readers, and book promoters diversified as their social status differed. As my mom is unique to me, it shows that 100 readers of *The Mummy Book* could have 100 different interpretations of it. It may be the charm of *The Mummy Book*. To better deliver such news, we wrote various articles. Then, we published them in media outlets, including - “*The Mummy Book*, which won the Korean Publishing Culture Awards. Why

was it referred to as the wake-up call to modern maternity?” and “To moms who struggle alone in this wild world!” The writings posted on major media each recorded 200K reader interactions, becoming the book recommended by CCTV (China Central TV). At the same time, we brought the book to many bookstores and kindergartens for moms and their children to read the book together. In the participatory session where kids shared how their moms are, some said their moms are like older sisters or celestial maidens, giving opportunities for children to have a better understanding of their moms through reading.

As I finish this article, I would like to emphasize that many young Chinese parents love *The Mummy Book* for its unique value. From the novel viewpoint of a young girl, the book shows how hard it is to become a mom for the first time, and the writer’s courage to show it impressed many readers. Also, children naturally learned how much effort moms expend through the book. Through a well-thought-out marketing strategy utilizing the book’s strengths, our efforts to run the promotion and our plans were finally recognized in the Chinese market.

BOOK TRIP

[Celeb's Book Spot ⑤]

The Library of Mystery Literature

The World of Mystery on Dalmajigil Road

Written by Jeon Hye-Young



When people think of Busan, the first thing that comes to their mind is the sea. Then, Haeundae pops up, as it is the best beach in Busan. There's a hill named "Dalmaji-gil Road" in one corner of Haeundae beach. Also known as the Dalmaji Hill among

the local residents, the street was given the name “*dalmaji* (meaning ‘welcoming the full moon’ in Korean)” as you can see the ocean down the steep hill and the moon rising above the sea. On this hill, which gives off a unique vibe just by its name, there’s a hidden place that only a few know. It is “The Library of Mystery Literature,” which is said to be the one and only library specializing in mystery fiction in both Korea and the world. The combination of the moon, sea, hill, and mystery makes us feel as if we have come inside a novel already. Excited to find out what kind of stories the library has to show, I made a thrilling visit to the Library of Mystery Literature.

An invitation to the world of mystery

When writer Bora Chung was nominated for the Booker Prize with her *Cursed Bunny* (Arzaklivres), she said that she was proud to see Korean genre fiction becoming a nominee for the Booker Prize, mentioning the Korean literary world clearly draws a line between literary fiction and genre fiction. The view of genre fiction has changed a lot today, but the Korean literary circle used to treat it as a minor genre until a few years ago. However, recently, Korean genre fiction has been loved by readers at home and abroad. The genres are also various, from SF to fantasy and horror. It’s undoubtedly good news.

* *K-Book Trends* Vol. 47 – Go to the interview with writer Bora Chung

www.kbook-eng.or.kr/sub/interview.php?ptype=view&idx=1006&code=interview&category=66

A special place existed long before genre fiction became popular in Korea. It's the "Library of Mystery Literature" in Haeundae, Busan. Established by writer Kim Sung-Jong in 1992, it entered its 30th year this year. Regardless of its long history, it was not well known until singer and actress IU (Lee Ji-Eun) and actress Yoo In-Na visited the place. They went there as part of a Hyundai Motor Company's promotional campaign, and a video of them looking through and reading books from the shelves was released on YouTube. My curiosity grew even larger as I learned that the two, who are known to be book lovers, visited the place.



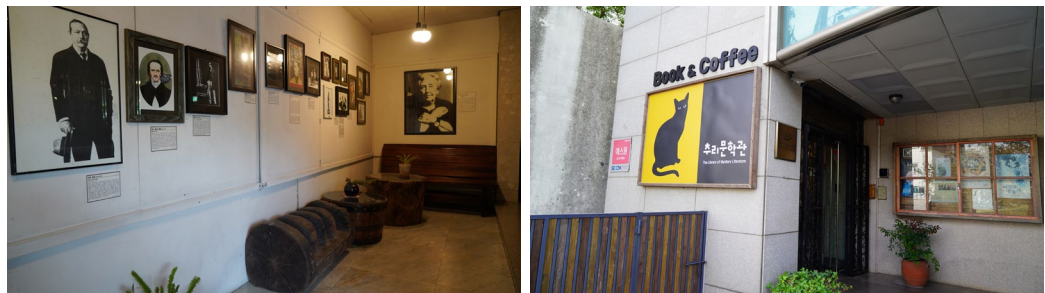
IU and Yoo In-Na at the Library of Mystery Literature
(Source: <https://www.youtube.com/@AboutHyundai>)

If you want to visit the Library of Mystery Literature by public transportation, you can take town bus number 2 or 10. You can take the bus near Haeundae Station or Jangsan Station on Busan Metro Line 2, and there are also stops near the Haeundae Market or the beach. Get on the bus, and go up the narrow two-lane road, and you will arrive at the "Library of Mystery Literature" stop. The detective-themed bus stop decorated with a hat, glasses, and mustache, adds more fun to the visit. As I walked

into the entrance next to the signboard with a black cat on a yellow background, photos of great writers greeted me under the soft lighting.



The bus stop in front of the Library of Mystery Literature and the building

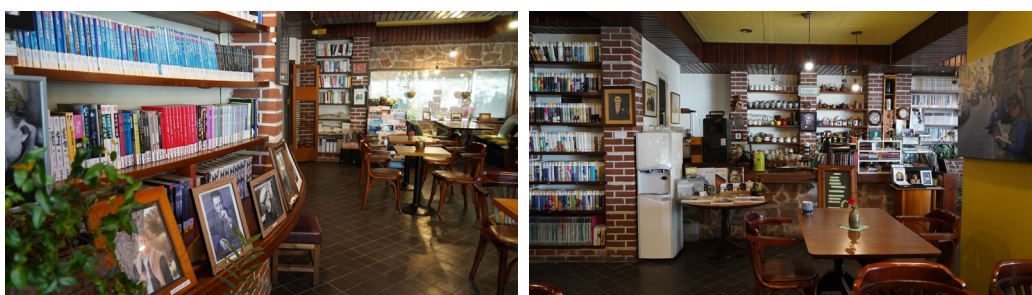


The entrance and the hallway

An open cultural complex for everyone

The Library of Mystery Literature is a five-story building. Visitors can use the first, second, and third floors. If you pay the entrance fee at the counter on the first floor, you will get a drink. You can choose whatever you like on the menu as they have various beverages, including coffee. Then, find a spot and read any book you'd like to read. While the first floor is a cute, cozy space, the second floor is wide open. The Library of Mystery Literature organizes various cultural events for the citizens, and

they say that the second floor is used for most of them. So, it was originally planned for lectures and seminars. Meanwhile, the third floor is more like a library, neat and tidy. They say that many local residents found this place to enjoy cultural activities back in the 1990s when the place was built, as there were no cultural spaces nearby, including libraries. People who travel to Haeundae are the major visitors today. The librarian on the first floor, who gives people drinks, said that it is surprising to see how the library is known among foreign tourists, and that the library hopes the tourists enjoy the place at ease without feeling the burden of reading books.



The shelves and the counter on the first floor

As it is registered as a library, the Library of Mystery Literature has a considerable amount of books. To only count mystery books; there are 17 thousand of them. Also, while the place is named the Library of Mystery Literature, there are other genres as well. There are 13.5 thousand other fiction books and 7,500 books in the field of humanities and social sciences. There are books for children and foreign tourists, too, as the library has about 3,500 children's books and 6,000 foreign books. Another

special characteristic is that you can find old books that have gone out of print today as the library has been collecting books for a long time. So, even if you are not reading a book, you will see the time fly just by looking around those books.

The Library of Mystery Literature has more things to offer than just books. Writer Kim Sung-Jong, the library's founder, is a senior writer and the representative mystery writer in Korea who debuted in 1969. Maybe that's why writers' points of view can be found in parts of the library. For example, the storage on the second floor is decorated to remind visitors of a writer's studio, and the exhibition area in one corner of the library displays Kim Sung-Jong's works and handwritten manuscripts. Yellowed manuscripts make us think about the perseverance of writers, including Kim and all other writers.



The storage on the second floor and the exhibited items

I stepped outside the Library of Mystery Literature, where I think I could easily spend my whole day, and walked down the hill. I decided to take my time on the way back, and went on foot. If you walk down a bit from the road in front of the library where town buses go by, you will find a wider road. Go down a bit

more, and there is a forest trail as well. Glancing at the sea that can be seen in between the bush, your ears will be filled with the sound of branches hitting the wind and the breaking waves as you walk along the trail. You will wonder if you are in the forest or the sea, and you will conclude that you are in a place that's a forest "and" a sea. The Library of Mystery Literature is the same. While being a library specializing in mystery, it has been playing a role as a cultural hub in the region. I hope that the Library of Mystery Literature stays as it is today, loved by all the tourists and the local residents.



The forest trail leading to Haeundae Beach from the library and the ocean seen below

The Library of Mystery Literature

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ONE-LINER QUOTES

Japanese Translator's Pick

Written by Kim Nan-Joo (Korean-Japanese translator)



Pasqueflowers are Markers that Count the Spring
Lee Chung-Joon, Blue Bird Kids

"The grandmother shares her age and wisdom with you, Eun-Ji, because she loves you wholeheartedly."



There's a place that I go to whenever the spring comes after the winter. It's my mom and dad's graves, who passed away quite a long time ago. The graves are barren and desolate, showing how cold it was last winter. The grass has turned yellow, the leaves are thickly piled, and there are even holes made in the ground by

animals from the mountain. But it's a relief that the tall pines and yew trees surrounding the graves are green. Basking in the spring breeze, I wipe down the headstones with a mop, rake leaves with a pitchfork, firmly step on dry grass, and startle, like usual. It's because there are fluffy balls – pasqueflowers – everywhere. Blooming one step ahead of the winter, pasqueflowers were bending their purple heads down.

And a scene comes to mind. It's the childhood of the two daughters. Whenever the two daughters, who have now become adult women in their 30s, visited my parents' graves, they were surprised to see pasqueflowers, very cautious not to step on them, and insisted on picking them and planting them in pots on the balcony. I used to explain why they shouldn't pick up the flowers. Well, this is the story of the picture book *Pasqueflowers are Markers that Count the Spring* (Blue Bird Kids), written by Lee Chung-Joon, where he describes a grandmother's infinite love for her granddaughters. How many times were the two daughters hugged by their grandmother? Less than ten, because she passed away not so long after. So, it was not easy to explain to the daughters how much their grandmother, who they might not have a clear memory of, loved them without using the power of storytelling.

In the book *Pasqueflowers are Markers that Count the Spring*, Eun-Ji is a five-year-old girl living with her grandmother. The grandmother's clock of life slowly ticks toward death, and unlike her body getting old and behavior becoming childish every other

day, Eun-Ji grows fast and healthy and becomes taller than her grandmother. When the grandmother, who Eun-Ji used to play tag and do role play with, eventually becomes physically and mentally incapacitated, mumbling incomprehensible words, Eun-Ji's parents teach her about human life and death. They tell her that her grandmother became a child because she shared all her life's wisdom and love with Eun-Ji. And when she shares everything that there's nothing left, she will depart this world, leaving Eun-Ji.

Eun-Ji couldn't fully understand that such leaving meant death, but what she clearly knew was that her grandmother shared everything she had with her. And she hoped that her grandmother would be born again as a pretty, lovely child after she left Eun-Ji's side one day.

At the end of the story of *Pasqueflowers are Markers that Count the Spring*, there was the last phrase for the two daughters - "Pasqueflowers are blooming like this today to share the remaining love because you were born so late that your grandmother couldn't entirely share her love with you."

KOREAN PUBLISHERS

Human Cube

From an Imprint to a Publisher, and Finally, a Publishing Group



The logo of Human Cube

An imprint refers to a system where a publisher gives an independent brand or affiliate to an editor or others and entrusts them with the entire management of it. Many big publishing houses have several imprints in operation as it is like killing two birds with one stone – skillful editors can receive the capital and know-how from the parent company, and the parent company

can keep diversity in publications. Human Cube, which began as an imprint of a large publishing house Munhakdongne in 2012, gained independence in 2018. Since then, it has been growing at a fast pace, publishing various books based on the experiences cumulated during the years run as an imprint. Today, Human Cube has become a publishing group with three affiliates, cultivating competent publishers. Following is an interview with Hwang Sang-Wook, head of the publishing house Human Cube, which has become a byword for a successful imprint.

*It's an honor to have you on *K-Book Trends*. Please introduce Human Cube to our overseas readers along with the meaning of its name.*

Human Cube was established in January 2012 under the slogan, “We pursue books that fuse warm sensibility and precise intelligence.” Since its establishment, Human Cube has always focused on “people.” Writing and editing texts, and designing and producing books, are all done by people. And the readers are people, too. So, as there are “people” in the entire course of making, advertising, and reading books, we have been, and will continue to focus on “people.” It’s also why we put “human” in the company’s name.

The phrase “We pursue books that feel humane” from the introduction of Human Cube is quite impressive. What kind of books are “humane” to Human Cube?

While the demand for books is on the decline these days, Human Cube thinks that humane books are those that are helpful to readers. So, books that provide information, give enlightenment, console, or entertain, or even those that can “heal” readers as they read books, can be “humane” books. We aim to make books through which readers can feel the clear difference before and after reading them.

Please tell us about the process of gaining independence from being an imprint and establishing a separate publishing house.

When I was in the planning department at Munhakdongne, I set up “Human Cube,” an imprint, with investment from Munhakdongne, to be a publisher that I wanted and dreamed of. I fueled the growth of Human Cube little by little, by taking charge of planning and editing myself, and receiving help from Munhakdongne regarding marketing, production, and accounting, for some expenses. I built up the identity of Human Cube by publishing books that I wanted to make one by one in cooperation with the authors, and it continues today.

Even though you have experienced publishing during the imprint years, many things must have been new after establishing an Independent publishing house. What was the biggest change after standing on your own feet?

If Human Cube were within the boundary of Munhakdongne before independence, now we have truly settled as a publishing house by newly establishing the entire book publishing process. Setting up the publishing ecosystem on our own is the biggest accomplishment and change. Now we are a family. Now there are three corporate affiliates under Human Cube – Murly Books, Sustain, and Pencil Cholla.



The logo of the affiliates Murly Books, Sustain, and Pencil Cholla

Please tell us about the characteristics and representative books of Human Cube and its affiliates.

Human Cube is the leading brand of the Human Cube publishing group. The best book is *Planning is Two Codes*. I think it is the book that most perfectly represents the “book that I want to make the most” as the head of a publishing house, growing from an editor. It’s the most Human-Cube-like book in terms of

content, style, and structure.

Murly Books mainly produces non-fiction that arouses profound thinking and humanities books that stimulate resolution. It pursues books that go far with the readers. Murly Books' *The Paradox of Press Freedom and the Dilemma of Journalism* is a book that highlights the dilemma of press freedom that Korea, a country that boasts the most powerful soft power in the world, is experiencing today. In the book, five representative media scholars sharply criticize and review the dilemma where the press with greater freedom ironically threatens the freedom of the public. The book has been a hot issue after it was recommended by former president Moon Jae-In.

Meanwhile, Sustain makes content that resonates over a long time in readers' lives. For example, *I'm Cooking Preferences Today* is a non-fiction title by "It's Michelle," a YouTube that delivers the happiness of a nice meal. It joyfully shares the delightful sense of accomplishment and positive energy that a meal of one's own style presents.

Lastly, Pencil Cholla has been making books that are based on characters that are accepted across a wide age range, including infants, under the slogan "A garden of happy books." Among its books, *Cinnamoroll Coloring Book* is a coloring book of Cinnamoroll, one of the popular characters of Sanrio. It has been popular with people of all ages.



Planning is Two Codes, The Paradox of Press Freedom and the Dilemma of Journalism, I'm Cooking Preferences Today, and Cinnamoroll Coloring Book

Each affiliate's steady publishing of books reminds us of Human Cube in the past, where it grew as an imprint. Is there a particular reason for having affiliates?

Well, obviously, I can't do things entirely by myself. We have to join hands to do sustainable publishing in this era where fewer people are reading books. Being an imprint in a large publisher, which is like a corporate venture or start-up, has both bright and dark sides. The affiliate system of Human Cube is the same. I felt the limitations while being an imprint and an affiliate at Munhakdongne for six years, and I have always dreamed of establishing an independent publishing house.

So, the crux of Human Cube's affiliate system is autonomy and responsibility. I believed that if I set up affiliates and gave autonomy and responsibility to junior publishers with mutual trust, and added Human Cube's experience, I would have a more complemented system. This is still an ongoing topic that I'm mulling over, and we're all trying our best to make a better tomorrow.

Human Cube has published books in various fields, such as business, self-help, politics, social science, humanities, young adults, and children. Is there a particular reason for planning and publishing books of various genres?

The core keywords are “sustainability” and “survival.” The diversity is the result of serious thoughts about how to draw and connect readers’ demands and the capacity of the authors we are working with. Of course, it’s not for making the company a general store that sells everything to fill our greed. I think diversity was an inevitable choice as we observed our surroundings and focused on “people.” It is our goal to do sustainable publishing by making books one after another based on our own viewpoint.

It seems that you need a wide range of interests and insights as you are planning books in various fields. What areas are you particularly paying attention to, to keep Human Cube competitive?

I don’t think that Human Cube is the best publisher, nor that our books are special. It’s not about being humble, but as there are just so many publishing houses that make good books and work hard, we try to experience as many books or content as possible and find our own color. Of course, in areas that seem impossible, we try to find the best solution or give up considering the reality. I believe that fiercely pondering over ways to find the best

solution is our competitiveness as Human Cube is yet the best publisher.

We look forward to Human Cube's bright future. What are your next plans or goals?

In the meantime, Human Cube has been playing an important role in cooperating with writers that are not well known or have potential, to make them widely known to the public. The best example was the cooperation with Korean history teacher Seol Min-Seok. And since late 2022, we have consecutively published Korean folktales in 50 volumes with writer Hwang Sok-Yong, one of the representative storytellers of our generation in Korea. Also, with K-content drawing massive popularity around the world in each field, we are preparing to make content (books, webtoons, videos, etc.) that transcend generations and borders based on Korean stories.

The next goal is to produce our content in diverse forms along with our affiliates, while not losing the mindset we had at the beginning of Human Cube 11 years ago. Thank you.

KOREAN AUTHORS

Doctor Jeong Jae-Seung

The Happiest Moment? When I Meet My Readers!

There is a person who ceaselessly breaks down the barrier of science, which seems so high. It is doctor Jeong Jae-Seung, who is devoted to the “scientification of the public” by teaching science to the public in an easy way through books, going beyond his personal study in his major. He explains brain science, his major, as “a study that understands the mind of you and others.” Maybe that’s why his books become steady sellers in the science category, seizing the hearts of readers. Doctor Jeong has been meeting the public through various activities such as appearing on TV shows and lectures, adding to books. Recently, he has been expanding his world by cooperating with experts from various fields, crossing academic boundaries. Following is an interview with Doctor Jeong Jae-Seung, who spreads the intellectual joy of learning science and grows with his readers.



It's an honor to have you on *K-Book Trends*. Please introduce yourself to our readers.

Hello, everyone. I'm brain scientist Jeong Jae-Seung, studying decision neuroscience in the Brain & Cognitive Sciences Department at KAIST (Korea Advanced Institute of Science and Technology). I'm exploring the diversity of human perception, thought, and behavior, by observing and analyzing the mental workings of the individual brain and even social phenomena from the perspective of theoretical physics. I'm also having fun sharing my findings with the world through books or lectures, and giving insights to readers.

Could you tell us about the charm of brain science and share some brief explanations about what brain science is for those unfamiliar with the area?

When I was new to studying the brain, I once spent six hours observing mentally ill patients in a psychiatric ward at a general hospital. There, I saw people looking out the window in despair, people suffering from delusions and hallucinations, people enduring suicidal thoughts, and many others suffering in pain. That's when I decided to study brain science – I wanted to provide meaningful help to those people to help them get through it.

Brain science is about exploring people's minds. Our mind is in the brain, not the heart. The mind is created as the body receives information about the world and interacts with the brain. Whether it is innate or acquired through environment and experience, it eventually has to be put into the brain to perceive, think, and act upon it. So, if we are to understand human beings, and further human society, I believe that brain science will provide wonderful insights. Isn't it so fascinating that the brain, which is only 1.4kg, holds the spirit of the universe? I think that there's no more attractive subject than brain science if it's about the desire to understand oneself.

You have written many science books for the general public. Was there a special reason to start writing books for people that are not familiar with science?

I began to write for the public when a senior, who was a journalist for a science magazine, asked me to write a piece. Back then, I had been writing for the school newspaper for a long time. I enjoyed writing in my early 20s. I was a curious boy, and I really liked to share new facts I found when I was exploring different topics alone with people. And it naturally grew in me a sense of duty. And as I entered my 30s, I thought that writing could be a social responsibility for a scientist. You know, every scientist is financially backed by people's taxes. So, scientists should be happy to share their work with the taxpayers and reflect on how their research gives insights into the universe, nature, life, consciousness, and more. Also, I believe that it is our social duty as engineers to discuss what kind of future society the technologies we develop can create, and to dream about the future we want together.

You're also writing books for children, such as the *Your Brain Rocks! Brain Explorers! Unlock the Secret* (Book21) series. You must have had a different mindset from writing for adult readers. What do you particularly pay attention to when writing for children?

Brain science teaches very important things about studying your and others' minds. So, I thought that it was the must-study

subject for children who start their first school life. I began planning for the series as I wanted to read my brain science books to my daughters, and I actually had many conversations with them as I organized the entire story.



The Your Brain Rocks! Brain Explorers! Unlock the Secret series

But, publishing the series was a new attempt that needed courage, as the children's book market in Korea was mainly about educational comics, about subjects you learn at school. We were unsure whether parents would buy the books for their child, as it was about brain science, a subject which has nothing to do with the subjects you learn at school. So, I was so happy that more than 600 thousand readers chose the series, and I was especially thankful that children enjoyed learning about the "science of the mind." In fact, if I were to pick the most

important thing to learn during childhood, I would choose “a subject about understanding the minds of ourselves and others.” With that in mind, I hope to continue writing children’s books in the future.

Your books have been very popular among the public, and have been reprinted many times. Have you had any special experiences or takeaways from due to your books’ success?

To me, books are like the “annual ring” of my life. Every book and every page I write is a complete reflection of myself at the time, and I have found that I have grown little by little with each revision. I’m very grateful that I’m able to publish revised editions every 5 or 10 years and sell my books for a long time, in a situation where the publishing industry is shrinking little by little in Korea. I hope that I can grow and mature with my readers, and that every step is reflected in the books.

You are also writing and working with experts from different genres and fields, let alone scientists. Is there a reason for maintaining such a cross-academic method?

As the book *Science Concert* (Across) received so much attention, more than it deserved, I needed viewpoints that provided broader views and deeper insights. So, I stood up to work with and learn from masters in different fields. There’s no other

way than writing with the best writers to learn a lot. Anyway, thanks to the magnificent co-writers, I also could indulge in deep intellectual joy across various fields.

Since you're interested in so many different fields, what kind of books do you usually read?

As I'm a scientist, I usually read many books about science and technology. I also try to explore other various areas of science and engineering outside of my own research. I've been recently reading science books about evolution and biological anthropology. Brain science, at its core, studies questions like "What is a human being?" and "Why are we in such a unique position in the ecosystem?" And you can get meaningful insights from the humanities or social sciences, such as linguistics, anthropology, and neurophilosophy. So, naturally, I like reading humanities or social science books. Oh, and SF, too.

On top of research and writing books, you have been interacting with the public through various channels such as TV shows, lectures, and articles. Do you think that the public's interest in science has changed compared to the past?

I'm happy that the general public is trying to accept science as a culture and enjoy it. I wrote the book *Science Concert* with the hope that people would one day enjoy science lectures like

watching an orchestra play in a concert hall, and I think that day has come. Many readers send me questions or their thoughts via email after I give lectures to the public. Well, I think science has become a culture already, as you can see people discussing science on TV shows like “All the Butlers” and “The Dictionary of Useless Knowledge.” However, I think scientists like me still have a lot of work to do, as newspapers still include “Horoscope Today,” and signs of tarot and fortune telling can be commonly seen on the streets.

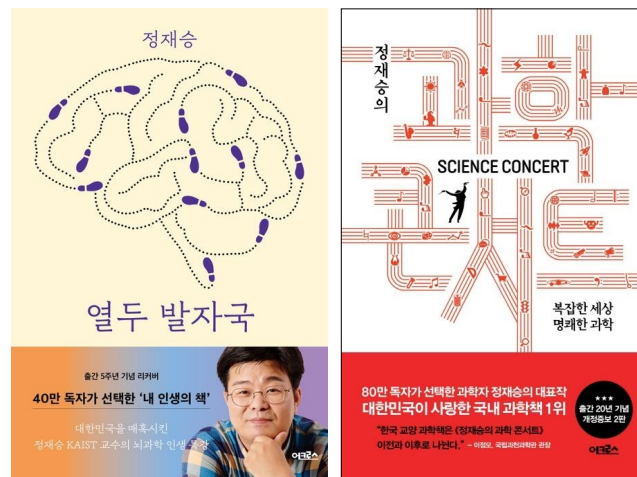
Is there any book of yours that international readers might find interesting?

I would like to recommend reading *Twelve Walks (Across)* if you are young or are going through a period of change in your 40s and 50s. I give some of my advice, based on brain science as someone who has walked on the same path, to young people that are unsure of how to live in this rapidly-changing environment. The book is an honest reflection of my questions and answers about where the A.I. and big data technologies are taking our society, and how we should live in the midst of those changes.

For children, I recommend reading *Your Brain Rocks! Brain Explorers! Unlock the Secret*. It will be good material to learn about brain science while learning Korean. Above all, the book tries to take an approach of “making familiar things unfamiliar,” like “Why do humans act like that from the point of view of an

alien?” Children will have the chance to understand the human species through self-objectification and metacognition.

Lastly, for teenagers, I would like to recommend reading *Science Concert*. It's full of intellectual joy that science has to offer. In particular, you will be able to experience how natural science, like physics or brain science, can provide a new perspective towards understanding human society.



Twelve Walks and Science Concert

What are your next writing plans or goals?

Two books will be published this year. One is about what kind of society will be created by technologies like brain engineering, and another advises adolescents and young adults on how to prepare for such a society. The happiest moment for me as a scientist and writer is “the moment I meet with people that have read my books.” I can’t wait to meet my readers with interesting books this year. Thank you.

PUBLISHING INDUSTRY

The Trend and Prospects of the Self-help Book Market in Korea

Written by Kim Seul-Gi
(Journalist at the Department of Culture of *Maeil Business Newspaper*)



The self-help book fever



The interests of the MZ generation



Various projects of publishing houses

The popularity of self-help books rises and falls regularly. Self-help books are currently the cradle of bestsellers in the publishing industry. And, as they can work like a magnet pulling readers to the bookstore once they go popular, it is no exaggeration to say that the genre can determine a bookstore's

sales for the year.

The current self-help book craze began to heat up in the second half of last year in Korea, and it reached its peak this year. Unlike in the past, the trend these days was fueled by the recession that has made life more difficult. “As getting rich through financial investment has become impossible in this life, I’d rather raise my value through self-improvement” This phrase has become a buzzword among Gen MZ since last year. In fact, stocks, bonds, real estate, cryptocurrencies, and all other investments experienced an extraordinary bear market that seemed to have no bottom. As individual investors who jumped into investment, scraping every bit of money they had when the prices were at their peak, the books they seek have changed as well, as they are now faced with an ordeal. Books about financial investment vanished from the top 10 bestseller list in Korea, marking the end of the heyday of those books in only a year. Business books centered on finance enjoyed the best days in Korea in 2021, breaking all previous sales records.

Instead, self-help books replaced them. While business books lost 31% of sales year on year in August last year, self-help books saw a whopping sales increase of 14%. If you look at the yearly statistics for 2022, the changes seem more dramatic. Travel books topped the growth rate by fields with a surprising 49.8% increase in sales on year, and self-help books came in second with an 18.0% increase. Meanwhile, business books lost sales by 13.7% on year. Considering the relatively smaller size of the travel book

market, self-help books took the throne last year.

This trend was thanks to the success of many self-help books. For example, Jachung's *Counter Your Life* (Woongjin Jisik House), which kept its No.1 place for 4 weeks, drew massive popularity, selling over 160 thousand copies within three months of its release. The book was the only self-help book to make the top 10, ranking 2nd on the overall bestseller list in the year-end total. In this book, self-made wealthy author Jachung tells the story of how he went from being a hopeless "wooden spoon (a Korean term that refers to a person being born into a poor family)" to being a successful man after learning from life and understanding how to transform yourself. Its publishing house, excited by the book topping the bestseller list, attempted some unique, unconventional marketing. They even held a comical event where they published a limited "fake edition" of the book with the title *Follow Your Life*. Regarding this, Shin Dong-Hae, the headquarters director of the General Book Division at Woongjin Thinkbig, who published the book said, "Investment books such as real estate investing have definitely decreased in sales since the beginning of the year, and instead, unique self-help books are experiencing an upward curve in sales. It seems like people are trying to rediscover the meaning of everyday life and work, as can be hinted by the recent trend of 'living a productive life' and 'no-spend challenge.' Publishers are also planning to publish a variety of self-help books."

The major readers of self-help books are the Gen MZ. For

example, the year's No.1 novel, *The Uncanny Convenience Store* (Namu Bench), had 37.5% of its readers in their 40s, followed by 25.3% in their 30s, while *Counter Your Life* had 39.1% in their 30s and 26.3% in their 40s. Also, following *Counter Your Life*, there was the success of *I Start My Day at 4:30 AM* (Tornado Media Group) by Kim You-Jin, which reminds me of the early bird syndrome.

The book *Wealthinking* (Dasan Books Co., Ltd.) was a hit in the first half of last year, ranking 6th on the overall bestseller list. It's a self-help book written by Kelly Choi, who rose from poverty by selling lunch boxes in Europe after a failed business left her 1 billion won in debt. Telling the story of how she could succeed and become the president of KellyDeli, a dining company in Europe with 12 offices across the world, she advises readers, "If you want to be rich, think like a rich person." So, the popularity of self-help books written by rags-to-riches, self-made millionaires, has become a new trend.



Counter Your Life, *I Start My Day at 4:30 AM*, and *Wealthinking*

Self-help books, especially those written by wealthy people who share their business success or money-making secrets, are very popular this year. According to the sales statistics announced by Kyobo Book Centre, one of the big bookstores in Korea, the sales of self-help books increased by 27.3% on year during the first two months of the year. Among them, the best-selling book was *Sayno Love* (Day One), which was No.1 on the list for two months until the first week of May. The pen name “Say No” means “Say no to things that you’ve been believing in, and walk on your own path.” Sayno, who is known to be a man of wealth with a net worth of 100 billion won, has been sharing wisdom about wealth and success for the past 20 years in columns, but it was the first time his thoughts had been collected in a book. While it’s full of straight talk and spiteful remarks such as “Rage if life cheats you” and “Don’t be intimidated by geniuses,” such bluntness is actually what makes the book so popular.

Meanwhile, *Kim Mikyung’s Life Lesson for Those in Their Forties* (Awake Books), No.2 on the bestseller list for April released by Yes 24, one of the big online bookstores in Korea, is a self-help book written by a popular lecturer and 1.6 million YouTuber Kim Mi-Kyung. It teaches you how to live the “real, your life” after 40 in the age of centenarians. Also, the book *Success Rules of Top 1%*, ranked No.6 in April, discusses how to make money. In the book, Hitoshi Saito, the richest man in Japan who set the record of cumulated tax paid as of 2004, shares five laws of success. The book *An Introduction to Business Management* (Snow Fox

Books), written by Kim Seung-Ho, president of the global dining company Snow Fox Group, drew popularity in the first half of this year and is a continuation of his previous book *The Property of Money* (Snow Fox Books). His business philosophy of a lifetime as a company president can be found in the book.



Sayno Love, Kim MiKyung's Life Lesson for Those in Their Forties, and An Introduction to Business Management

Looking back, many of the legendary bestsellers have always reflected the zeitgeist. The most successful self-help book in history was *The 7 Habits of Highly Effective People*, written by Stephen Covey, represented the 1990s. Self-help books around then were mainly about the “techniques” to succeed in the workplace or business. Also, *Don't Eat the Marshmallow Yet! The Secrets to Sweet Success in Work and Life* and *The Secret* were super successful million-sellers in 2006 and 2008, respectively. Self-help books around this time claimed that your mind could influence the outer world, urging readers to become optimists.

The stand out self-help books after the 2010s were *The Power of Habit*, *Grit*, and *Tools of Titans*. The idea that little changes in daily life and habit lead to success was a popular keyword among self-help books in the 2010s.

Then, COVID-19 came, and the landscape changed. In the *Trend Korea* (Mirae Books) series, Kim Nan-Do, professor of Consumer Science at Seoul National University, highlighted the emergence of “capitalist kids” as a rising trend. As such, the stock market boom caused by COVID-19 has sparked a financial frenzy among Gen MZ, in their 20s and 30s. The popularity of self-help books on “how to make money” continues to grow, while investment books are going down.

Some interesting bestsellers have emerged in the extension of such a social shift. The best example is the *Story of Department Head Kim, Who Has a House in Seoul and Works at a Large Company* (Seosamdok) series, which sold 300 thousand copies. Its identity is quite vague. It looks like a book about investing, or a self-help book, too, but it actually takes the format of a novel. This book, written every early morning by Song Hee-Gu, a 39-year-old worker at a large company, went viral online and was later published as a book. Talking about an ordinary department head who fails in financial investment, the book has been positively commented on as “hyper-realistic.” The book *My Rich High School Friend* (Seosamdok), published in April, also takes a similar format. Just like the title, two friends appear and deliver messages about money and life, as well as wealth and happiness,

in the format of a novel.



Story of Department Head Kim, Who Has a House in Seoul and Works at a Large Company, and My Rich High School Friend

Meanwhile, the book *The Art of Self-Improvement: Ten Timeless Truths*, written by Anna Katharina Schaffner, professor of Cultural History at the University of Kent, UK, is a history book that traces the roots of self-improvement through human history. Commenting straightforwardly about popular books such as *The Secret*, she explains that “self-help is no different from the desire to know how to develop our intellectual and spiritual abilities, as well as moral qualities, to their fullest potential.” Still, she is wary of relying too much on self-help books. She added, “Self-help books that blindly overestimate our willpower, capacity to act, and capacity to change, can become ‘harmful fairy tales’ in that they distort our perception of what is possible and what is not.” This is advice that we shouldn’t forget, as we live in the age of self-help books.

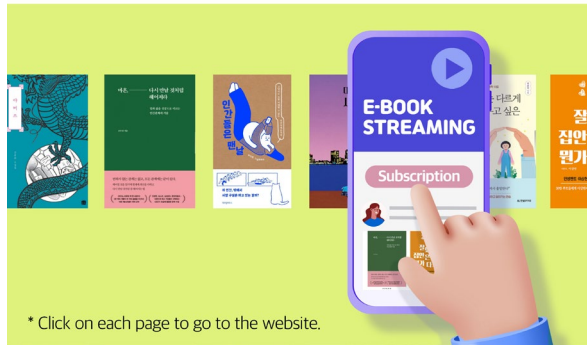
Publishing Policy

E-Book Platforms in Korea



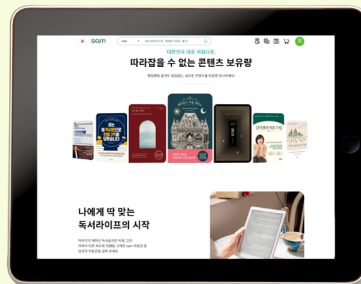
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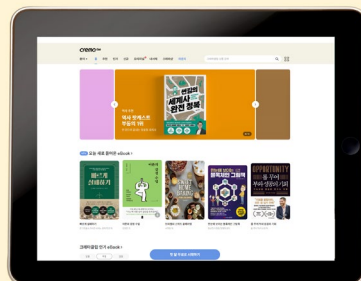
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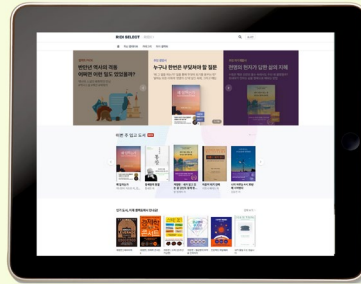
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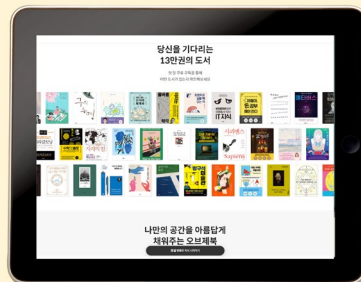
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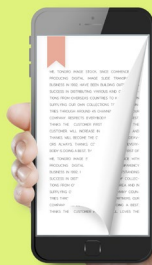
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Event

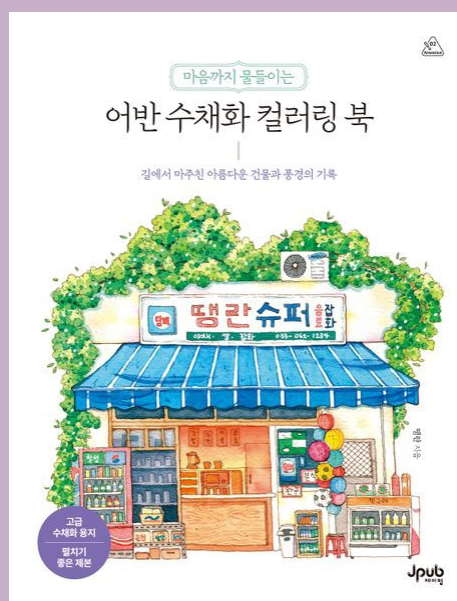
Let's Try introduces various useful, practical books published in Korea every month.

Also, don't miss gift events related to the introduced books!

Simply click on the link below and make an entry to the event! Let's Try!

Urban Watercolor Painting Book that Colors Your Heart

- Written by Kim Young-Ran (Ddaengran), published by J-Pub



Paint the cozy corners of streets with a brush.
Fill the ordinary, familiar streets with beautiful watercolors!



Kim Young-Ran (Ddaengran), who is a beloved painter (and now author) for her serene and sentimental watercolor paintings, came to meet readers with the coloring book *Urban Watercolor Painting that Colors Your Heart*. Including pictures that were popular on her Instagram and unreleased designs, the book guides readers to paint the beautiful buildings and scenery familiar to them with watercolors. Never tried watercolor

painting before? Don't you worry! The book will teach you from A to Z, from preparing the painting materials to the basics of watercolor painting, along with examples! What you only need is the will to draw the streets out there right now with a brush in your hand.

Unlike ordinary coloring books, *Urban Watercolor Painting that Colors Your Heart* offers designs using various colors – brown, gray, and many more – printed on premium watercolor paper. It's also good that the lines drawn in the designs go well with the finished painting, and that you can cut out the designs to paint without worrying about the paper. So, paint the clear blue sky, colorful buildings, and blossoming trees with colors you like; the familiar places will turn into beautiful watercolor paintings! Besides, the paintings will warm and enrich your heart, too. So, why don't you get *Urban Watercolor Painting that Colors Your Heart* and color the scenery around you with the colors of your choice?

[Go To Article](#)

www.kbook-eng.or.kr/sub/info.php?ptype=view&idx=1216&code=info&category=92

NEW BOOKS

Together, and There Shall be the Path

“
There is warmth
that does not ignore pain
while ferociously confronting reality.
”

- Former president
Moon Jae-In's recommendation -

A keen but warm
“diagnosis of labor in Korea.”

*Together,
and There Shall be the Path*

Lee Sang-Heon, Sangsang Academy

A collection of writings by Lee Sang-Heon,
Director of the Employment Policy Department
of the International Labor Organization (ILO)

contemplates labor in Korea
and suggests new hope.



**Our society makes laborers
fight against each other
with the excuse that we want
faster development.**

It forces people to take sides,
and puts up fences.

It exploits the laborers,
saying that there's no other option.

Infinite competition, forced efforts,
and classification of labor...



**Do these
give us truly happy lives?**

The writer says
that if we stop fighting
against each other and
hold hands and bond instead,

**it will create
a new path,**

and that the time has come
for this miracle to be realized.



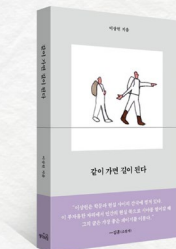
A book that wholeheartedly addresses
work, workplaces,
and working life in Korea,



and a record of warm bravery
that believes in the possibility
and miraculous nature of
human beings.



Hoping for better labor for all



***Together,
and There Shall be the Path***

Lee Sang-Heon, Sangsang Academy

BEST SELLERS

2nd Week, May 2023

Best Seller Trends in the Four Biggest Online Bookstores in Korea



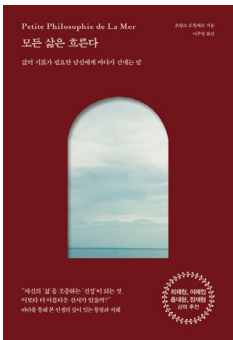

Books that deeply observe others' lives and experiences caught the eyes of readers in May across various genres. First up, in the midst of the self-help book craze, writer Song Hee-Gu, who drew attention with the *Story of Department Head Kim, Who Has a House in Seoul and Works at a Large Company* (Seosamdok) series, returned with a new title *My Rich High School Friend*. Featuring a story where the protagonist reunites with a successful friend and gets a glimpse into the secrets of success in his life, the book freshly took the format of a novel while being a self-help book. Meanwhile, the book *Lee Ji-Sung's 10,000 Kilometers* is non-fiction that talks about the journey of a North Korean defector, which is not commonly known among the public. This book tells the story of North Korean defectors' harrowing escapes from their country through the eyes of Lee Ji-sung, who has worked tirelessly for North Korean defectors, and "Superman Pastor," who has

rescued more than 4,000 North Korean defectors over the past 30 years. Meanwhile, the book *Each Season* is a short-story collection written by Kwon Yeo-Sun over three years; who is a master Korean novelist. The collection includes seven short stories that look at the life of a character through the themes of memory, emotions, and relationships. So, how about taking a moment for self-reflection with these three books that depict different lives?


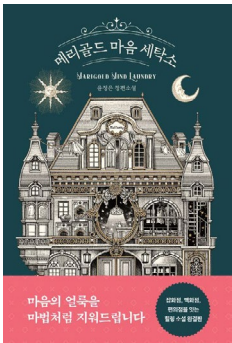
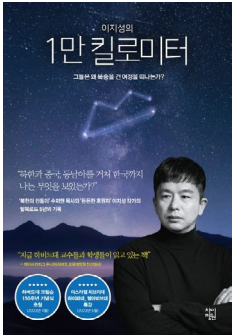

Meanwhile, in the parenting category, the top five were mainly books about parent-child conversations. For example, the No.3 book, *Talk About Humanities for 66 Days*, is a new title by a renowned mentor in teaching humanities to children, Kim Jong-Won. It is a guidebook for parents to create a habit of “talking about the humanities” with their children for 66 days. It helps develop children’s sense of the humanities while using everyday language. Also, *How to Understand and Guide Your Adolescent Son* explores new ways to communicate with adolescent sons, as their relationship with their parents changes dramatically during puberty. As it offers clear answers to questions that parents may have, such as how to talk to their adolescent children without fighting and how to create healthy daily habits, the book will be of extra help if you are having trouble in your relationship with teenage children.

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

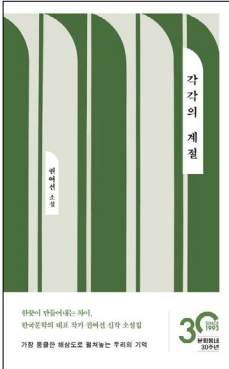

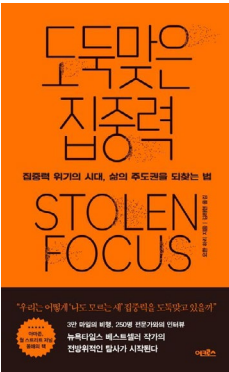

Top 10 best sellers for the 2nd week of May

1		<p><u>Sayno Love</u></p> <p>Author Sayno Publisher Day One Genre Self-help</p>
2		<p><u>An Introduction to Business Management</u></p> <p>Author Kim Seung-Ho Publisher Snow Fox Books Genre Business</p>
3		<p><u>Petite Philosophy de La Mer</u></p> <p>Author Laurence Devillairs Publisher FIKA Genre Humanities</p>
4		<p><u>My Rich High School Friend</u></p> <p>Author Song Hee-Gu Publisher Seosamdok Genre Self-help</p>



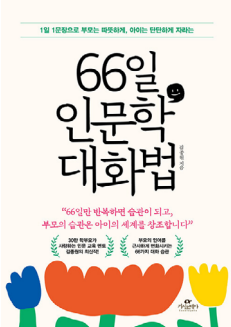

Top 10 best sellers for the 2nd week of May

4		<p><u>Common Siblings 13</u></p> <p>Author Hunhan Nammae (original story), Baek Nan-Do Publisher Mirae N (I-Seum) Genre Children</p>
6		<p><u>Marigold Mind Laundry</u></p> <p>Author Yun Jung-Eun Publisher Book Romance Genre Fiction</p>
6		<p><u>Lee Ji-Sung's 10,000 Kilometers</u></p> <p>Author Lee Ji-Sung Publisher Chaijungwon Genre Non-fiction</p>
8		<p><u>Return of the Blossoming Blade 3</u></p> <p>Author Biga (original story), STUDIO LICO Publisher A:tempo Media Genre Comics</p>

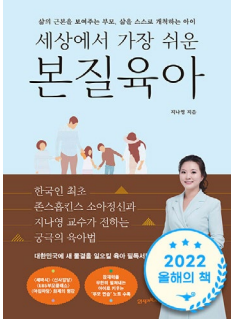


Top 10 best sellers for the 2nd week of May

9		<p><i>Each Season</i></p> <p>Author Kwon Yeo-Sun Publisher Munhakdongne Genre Fiction</p>
10		<p><i>Kim Mikyung's Life Lesson for Those in Their Forties</i></p> <p>Author Kim Mi-Kyung Publisher Awake Books Genre Self-help</p>
10		<p><i>Stolen Focus: Why You Can't Pay Attention</i></p> <p>Author Johann Hari Publisher Across Genre Humanities</p>
10		<p><i>What Mask Are You Wearing?</i></p> <p>Author Yang Siyuan (楊思遠) Publisher Mediasoop Genre Self-help</p>

Top 5 parenting books for the 2nd week of May

1		<p><u><i>Daily Vocabulary for Elementary Schoolers</i></u></p> <p>Author Lee Eun-Kyung Publisher Forest Books</p>
2		<p><u><i>Smart and Lazy Childcare</i></u></p> <p>Author Rory (Kim Joon-Hee) Publisher Book Roast</p>
3		<p><u><i>Talk About Humanities for 66 Days</i></u></p> <p>Author Kim Jong-Won Publisher Cassiopeia</p>
4		<p><u><i>The 7:3 Rule of Eating Healthy and Dieting: Vegetables and Fruits</i></u></p> <p>Author Cho Seung-Woo Publisher Bybooks</p>

Top 5 parenting books for the 2nd week of May

5		<p><i>Nature Parenting, the Easiest in the World</i></p> <p>Author Ji Na-Young Publisher 21c Books</p>
5		<p><i>How to Understand and Guide Your Adolescent Son</i></p> <p>Author Lee Eun-Kyung Publisher Forest Books</p>
5		<p><i>Taste 100% Guaranteed: Okjubu's Side Dish</i></p> <p>Author Jung Jong-Chul Publisher Mons Books</p>

KOREAN TRANSLATOR

XIAO ZHUANG

Profile

- Korean-Chinese translator
- E-mail: luoluoeddy@hotmail.com

Education

- Ph.D., Interpretation and Translation, Ewha Womans University
- Ms, Multicultural Education, Seoul National University of Education

Training

- Bilingual Instructor Training Course, Seoul National University of Education, 2009
- Special Course (Chinese), Literature Translation Institute of Korea, 2009

- Intensive Course (Chinese), Literature Translation Institute of Korea, 2010
- Translation Atelier (Chinese), Literature Translation Institute of Korea, 2011-2015

Courses (given at the Literature Translation Institute of Korea)

- Spring 2023 - Stylistic Translation (Chinese)
- Spring, Fall 2022 - Stylistic Translation (Chinese)
- Spring, Fall 2021 - Stylistic Translation (Chinese)
- Spring, Fall 2020 - Stylistic Translation (Chinese)

Publications

Literary Translations

- *Mr. Monorail*, Kim Jung-hyeok, Supported/Requested by Literature Translation Institute of Korea, 2015
- *Daddy Bear Teddy Bear*, Kim Sook-Young, Henan Tianxing Education&Media CO. 2016
- *The Bird* by Shin Gyeong-suk, *Selected Classic Short Stories of Korea*, The Commercial Press, 2021
- Novel Recital of Pyo Myeong-hui, Supported/Requested by Literature Translation Institute of Korea, Incheon, 2021
- *The Mail in Mailbox No.110*, Being translated under the permission of the author



Daddy Bear Teddy Bear, Selected Classic Short Stories of Korea, and The Mail in Mailbox No.110

Non-Literary Translations

- *List-Books from Korea*, Quarterly magazine of the Literature Translation Institute of Korea, 2011-2015
- *News of Book and Publication of WeChat articles* (https://mp.weixin.qq.com/mp/appmsgalbum?__biz=MjM5NzIxNDk2Mg==&action=getalbum&album_id=2810611797039824898&scene=173&from_msgid=2649418511&from_itemidx=1&count=3&nolastread=1#wechat_redirect), Supported/Requested by Publication Industry Promotion Agency of Korea (KPIPA), 2020-2023
- *Those Who Read Evil Minds*, Kwon Il-yong·Ko Na-mu, Yilin Translation Publishing House, 2023

Poetry Translations

- Poetry Recital of Shin Mi-na, Supported/Requested by Literature Translation Institute of Korea, Seoul, 2018

Other Translations and publications

- *Changheel with Chinese Characters*, Jeongin Publishing House, 2012
- *A Long-haired Girl*, Jeongin Publishing House, 2012
- *Learn Chinese with my mom and dad 1-2*, Ministry of Gender Equality and Family, 2012
- *Fun School Fun Korean*, Seoul Metropolitan Office of Education, 2012



Changheel with Chinese Characters, and A Long-haired Girl

I READ

Bone Soup by Kim Young-tak

Written by Christian Bolz (Reader of *K-Book Trends*)

This article is a review written by a German reader of
K-Book Trends after reading a Korean book.

If you want to share your wonderful experience of reading Korean books
with other overseas readers, please send us an email!

kbooktrends@gmail.com

In the near future, Korea's southern port city of Busan is hit by a tsunami. Surprisingly, the water vanishes in the aftermath and the coast is shifted. While wealthy members of society moved up north in fear of another tsunami, people in poverty started to settle on the new land that was previously under the sea. Thus, the city was divided into the rich Upper Neighborhood and the

poor Lower Neighborhood. But this is not the only consequence: After the tsunami, animal diseases regularly broke out, which eventually led to the extinction of all livestock and cattle. Scientists then created a new animal called “the thing,” whose meat is unpalatable.

In 2063, Lee Uhwon lives a meaningless life in the lower district. He does not expect anything from life, grew up without parents, and works as a kitchen assistant in a restaurant. His boss, who is in his 80s, continuously romanticizes the savory *Gomtang* (“beef bone soup” in English) he ate when he was young. As time travel is possible, the restaurant owner asks Uhwon to travel to the past to acquire a recipe for beef bone soup, learn how to make it, and return along with some beef leg bones, necessary for the soup. Outside, in the water of the shifted coast of Busan, portals were found that let one travel to the past. However, no one ever returns from there. Therefore, only people like Uhwon, who have nothing to lose, undergo this adventure. Uhwon travels with 12 other passengers to the year 2019. However, when they arrive, 11 of them are dead. Only Uhwon and a mysterious man who claims he needs to kill someone, can continue their mission.

While Uhwon finds the *Gomtang* restaurant and is accepted as an assistant there, the reader is confronted with a mysterious corpse. Following the eyes of police officer Yang Chang-geun, the reader gets the perspective of the police’s investigation of an unidentified corpse in a technical high school. The main suspect is Lee Sunhee, the son of the owner of the restaurant. However,

things do not add up. The corpse suddenly appeared, the man had not been seen on any CCTV, and the pathologist concludes that he must have been murdered by some kind of laser weapon that no one can imagine.



Korean and German covers of *Bone Soup*

Usually, I do not like time travel stories, as plot holes are almost inevitable, and the whole idea of time travel is very unrealistic and feels more like fantasy instead of sci-fi. However, the book *Bone Soup* (Spring Sunshine Publishing) is very entertaining to read. The story is enthralling and offers likable characters. The reader gets confronted with a mysterious corpse, a killer, an ominous apartment complex, and the family of the *Gomtang* restaurant. Although, the introduction of the story seems very gloomy and dystopian, as it starts in 2063, the overall story is bright, fun, and fast-paced. Uhwan begins to like 2019 way more than 2063, and there are some quick-witted and lovely characters

who are always good for a joke.

Although Uhwon appears as the protagonist, the story I liked to follow the most was that of Lee Sunhee and his true love, Yu Kanghee. They are an extraordinarily unique and refreshing couple. Moreover, there is a detective plot about the classroom corpse that keeps the reader engaged.

Apparently, writer Kim Young-tak wrote the novel in a hotel in Sri Lanka. One day, he remembered how he ate together with his father, the *Gomtang* of his mother. So he wished to travel through time to enjoy it with his father once again. As Kim is a movie director, his wife's friend recommended making a movie about it. However, Kim always wanted to write a novel and did very well on his debut. Originally released on Kakao Page online, the story was later released in two physical volumes. In Germany, *Bone Soup 2* was released on May 26, 2023.

#K-BOOK

#Dream

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

*Children of the Red Thread***1. Publication Details**

Title | Children of the Red Thread

Author | Jeon Samhye

Publisher | Purplerain

Publication Date | 2022-01-24

ISBN | 9791191842128

No. of pages | 244

Dimensions | 128 * 195

2. Copyright Contact

Name | Bae Jeongeun – Greenbook Agency,
Foreign Rights

Email | jeongeun@grb-agency.com

Phone | +82-02-2676-2201

**3. Book Intro**

Jeon Sam-hye, in their lively depiction of young adults standing in the threshold of childhood and adulthood making their way through strange new worlds, brings us a tale of a group of superpowered outsiders whose extraordinary abilities are the source of loneliness and hurt as they deal with the tragic fate of the cosmos. Yuri, a girl who has dreams that are premonitions, is caught one day by a classmate who realizes her powers. This girl is named Sia, who confesses she has powers as well. Her power is that things she worries about never happen.

Meanwhile, five other versions of Yuri descend on her Earth, who warn Yuri that Sia will be responsible for the destruction of her planet just as their versions of Sia had been for theirs. These four Yuris—named Bay, Ryun, Toto, Red, and Jin—each have different powers of their own and have killed the Sias in their own universes. In these universes in peril, the only way for the Earths to survive is if the Yuri of that universe kills her. But Yuri and Sia attempt to save each other and escape the death that the entire cosmos seems to wish upon Sia.

"If I say it, Sia will worry about it, and so it won't happen."

"Please. Worry about yourself."

Any child beyond the scope of the ordinary, despite their various abilities, often ends up being marginalized by society. *THE CHILDREN OF THE RED THREAD* are such children. Despite their abilities, or because of them, they are thrust into an unavoidable fate, sacrificing the most precious people in their worlds. But Sia and Yuri will never give each other up. *THE CHILDREN OF THE RED THREAD* is, in the end, a story of children who played the cards they were dealt in the only ways they could.

* k-book.or.kr/user/books/books_view?idx=6582

Interpreting Sigmund Freud's the Interpretation of Dreams

1. Publication Details

Title | Interpreting Sigmund Freud's the Interpretation of Dreams

Subtitle | Finding Myself in the Unconscious

Author | Kim Seoyoung

Publisher | SAKYEJUL PUBLISHING LTD.

Publication Date | 2014-12-15

ISBN | 9788958288138

No. of pages | 296

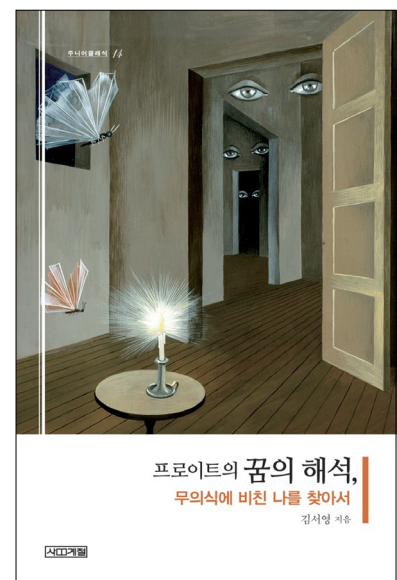
Dimensions | 135 * 205

2. Copyright Contact

Name | Kang Hyunjoo

Email | kanghjoo@sakyejul.com

Phone | +82-31-955-8600



3. Book Intro

Sigmund Freud's *The Interpretation of Dreams* is the centerpiece of psychoanalysis, a book that proposed new perspectives and methods for seeing

human life and culture as a whole. It shifted the paradigm of knowledge in the 20th century and influenced not only psychiatry and psychology but philosophy, sociology, education, religion, and cultural theory. Although the book is an essential classic, it's certainly not easy to read. Moreover, Freud's emphasis on sexual desire and certain widespread prejudices, misunderstandings, and criticisms making reading it an even more difficult task. This is a companion book that helps with difficulties understanding Sigmund Freud's *The Interpretation of Dreams*.

Part One of this book provides an overview of Sigmund Freud and psychoanalysis. The reader can follow this map to approach the core of *The Interpretation of Dreams*. The second and third parts reorganizes the contents of *The Interpretation of Dreams* for easy comprehension. Part Two thoughtfully explains the theoretical aspects, and Part Three explores examples of dream analysis introduced in *The Interpretation of Dreams*. The book is effectively arranged so that readers can first learn the theories and familiarize themselves with dream analysis. Finally, Part Four explains methods for analyzing works of literature and art for application in dream analysis and psychoanalysis.

In *The Interpretation of Dreams*, Freud presents several examples of dream analysis. There are many examples of his own dreams as well as those of his patients. Because they are case examples of other cultures, however, Korean readers may face difficulty in relating to the dreams. To alleviate this, this book presents examples of dreams that are more familiar to Koreans. For example, this book explores dreams of feces and teeth falling out. It also examines the origins of such dreams and how they can be analyzed. These examples, not found in the original *The Interpretation of Dreams* book or Freud's teachings, are a testament to the author's dream analysis capabilities and a compelling reason to pick up this book.

* k-book.or.kr/user/books/books_view?idx=409

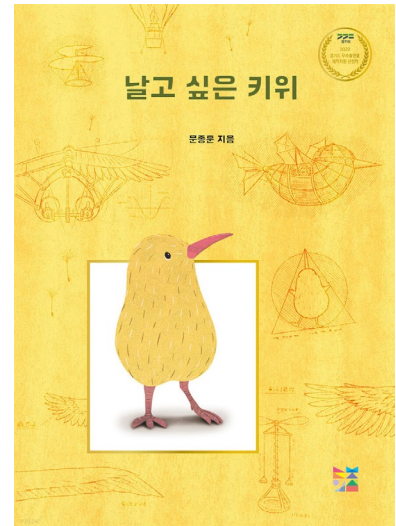
Kiwi wants to fly

1. Publication Details

Title | Kiwi wants to fly
Author | Moon Jong-Hun
Publisher | slothisland
Publication Date | 2022-07-11
ISBN | 9791197042058
No. of pages | 64
Dimensions | 154 * 218

2. Copyright Contact

Name | Lee so-youn
Email | sloth_island@naver.com
Phone | +82-70-4610-4380



3. Book Intro

The kiwi bird has a new dream.

“I want to fly, too.”

He receives advice and help from flying birds and experiences successes and failures, taking steps toward his dream.

The kiwi’s journey of achieving one seemingly-impossible goal after another.

Dreams can make our hearts beat.

But if unfulfilled, they can plunge us into despair.

The book tells the beautiful story of a kiwi bird and his friends who gladly endure this difficult process in order to fulfill their dream.

It is a story that gives emotional support to children, who have just started their lives, and anyone who is striving to fulfill their dreams.

* k-book.or.kr/user/books/books_view?idx=6841

Athena and Ares

1. Publication Details

Title | Athena and Ares
Author | Shin Hyun, Cho Wonhui
Publisher | Moonji Publishing Co., Ltd.
Publication Date | 2021-05-28
ISBN | 9788932038629
No. of pages | 196
Dimensions | 152 * 210

2. Copyright Contact

Name | Yun SeoHee
Email | copyright@moonji.com
Phone | +82-2-338-7224



3. Book Intro

Legendary jockey Ma Hwarang is the proud father of twins Sena and Luna. Their mother is also a jockey, who received more fair player awards than outright wins, but who nevertheless loves horses and the racetrack. Sena, who has grown up with horses since she was a young girl, dreams of becoming a jockey herself and shares a deep bond with the family's horses; Luna however throws herself into her studies, vowing never to take up the jockey profession. One day, two young foals, Athena and Ares, are born on the ranch, and the family works to train them into the best racehorses. Can the foals, twins like Sena and Luna, both become racehorses? The horses' whinnies that usher in the dawn, the hardworking commitment of the ranch family, the work that goes into cleaning horseshoes, and the faithful diligence of the family give life to the ranch. By interacting with the horses, the children learn that they can communicate not just through words and language, but through gestures and expressions. Every day, they learn that humans aren't the only ones with feelings and hearts. The prose is solid and strong, and the characters are vividly realized. The racehorses, jockeys, horses, and people's lives are beautifully portrayed in a way that is approachable to readers who might not be familiar with the world of racehorses. As such, the book invites readers into a whole new world. Readers can hear the heartbeats of the horses as they run across the meadows. They will laugh and cry with Sena and Luna and take a big leap into the ranch where Athena and Ares were born.

* k-book.or.kr/user/books/books_view?idx=5619

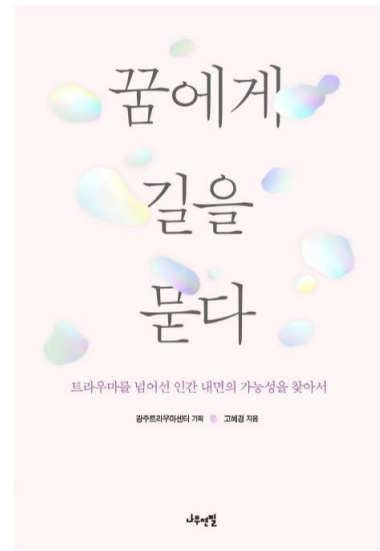
Asking Dreams for Directions

1. Publication Details

Title | Asking Dreams for Directions
Subtitle | In Search of Inner Possibilities Beyond Trauma
Author | Koh Heakyung
Publisher | Wood Pencil Books
Publication Date | 2016-02-29
ISBN | 9791194347025
No. of pages | 296
Dimensions | 140 * 210

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3. Book Intro

A journey through the dreams of people whose minds have been scarred by the May 18 Democratic Uprising

An amazing drama—the discovery of inner strength in the process of facing one's wounds

How does a historic tragedy leave a scar in one's mind? And how can we embrace that scar? For a scarred person, life is hell and dreams are nightmares. Thus past scars encroach on the present. The wounds inside one's mind keep repeating and nothing else comes into view. No one would choose to live that way. But how can one escape? Is there a healthy way to dream of an ordinary daily routine in the present while embracing past scars?

Koh Heakyung, a group projective dream worker, facilitated the dream journeys of seven victims of the May 18 Democratic Uprising in Gwangju over eight occasions. The Gwangju Uprising led to the injury and death of many civilians, and it remains a dark shadow and a scar in the modern history of South Korea. Instead of tales of that May, which our society has repeatedly clung to, the main guests of this book are dreams. In other words, the book shares the journey to the inner realm of these people suffering from social trauma. The group, Dream of May, consisted of members selected by the Gwangju Trauma Center. All had their lives shift direction due to the Gwangju Uprising. More than thirty years have passed, but these people still suffer from comprehensive symptoms, such as nightmares, sleep paralysis, night terrors, sleep-talking, and sleepwalking. Dreams, a mirror reflecting the inner realm of human beings, reveal wounds, but they show a vision beyond the wounds, as well. They show the wounded self, but they also illuminate

the self that wants to live despite the injuries. This book shares the rich stories of the people who walked into their inner realm step by step and explored that infinite world.

* k-book.or.kr/user/books/books_view?idx=2693

Dreams of the Dead

1. Publication Details

Title | Dreams of the Dead
Author | Bora Chung
Publisher | Paran Imagination
Publication Date | 2022-05-31
ISBN | 9788963719993
No. of pages | 372
Dimensions | 128 * 188

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3. Book Intro

A woman holding the secret of life, and a man holding the secret of death.
Booker Prize Finalist Chung Bora's Novel.

The eerie story of people who committed unhuman deeds and running into those that are not humans.

Taekyoung, gifted with the ability to see the dead, hears the news that his colleague who used to bully him was killed in a car accident. After the news, Taekyoung suffers from the same nightmare, and the dead colleague follows him around in dreams and reality, pleading with him to uncover the truth surrounding his death.

Seongyeon, born dead, lives an emotionless life. She ran into Taekyoung and lives off of the life energy from Taekyoung who abuses her sexually.

Harrassed by the dead colleague, Taekyoung starts to investigate the case and learns about another woman who was killed in the same car accident. The piece of evidence that he found gradually kills Taekyoung and ruins the people around him. Seongyeon, living off of the warmth from Taekyoung, tries to keep away from him -- who is enchanted by the spirit of the woman burnt to death. However, she finds other men disturbing, and she simply can't give up on

Taekyoung.

Seongyeon can't keep turning a blind eye to Taekyoung suffering from the spirits, and she allows herself to be possessed by the woman's spirit. Meanwhile, as the two continue to investigate the case, men in black come to abduct them. When the two barely escape, the wife of the dead man finds the two...

In the process of the investigation, Taekyoung realize that his violence was similar to that of the dead man and faces the truth of life and death.

Eerie throughout the entire volume, this book examines violence and death up-close and discusses those that we must keep away from and be angry at.

* k-book.or.kr/user/books/books_view?idx=7081

Dream of Becoming Water

1. Publication Details

Title | Dream of Becoming Water

Author | Lucid Fall, Suzy Lee

Publisher | Chungaram media

Publication Date | 2020-05-07

ISBN | 9791158711313

No. of pages | 64

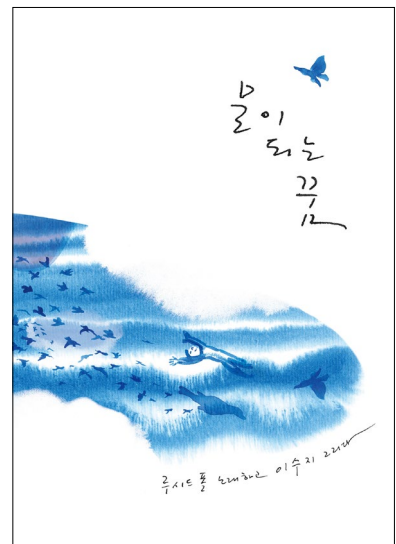
Dimensions | 180 * 260

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3. Book Intro

The long-cherished, beautiful song *Dream of Becoming Water* has been reborn as a picture book. *Dream of Becoming Water* by Lucid Fall, often referred to as a "singing poet," is cited as one of the world's most beautiful songs due to its beautiful poetic lyrics.

The lyrics, which capture the tranquility and freedom of nature, have grown only deeper combined with the pictures of Lee Suzy. The image of strong, calm, and flexible water is expressed delicately and intensely with watercolors. This book also best describes the expressions of "blue" and "water," which have appeared before in Lee's picture books.

If readers turn the pages while listening to the song using the QR code in the text, they will be able to feel other overwhelming emotions that differ from

what can be experienced when only reading the book with their eyes. This is a 5.7-meter-long folding screen picture book with handwritten sheet music drawn by Lucid Fall on the back.

* k-book.or.kr/user/books/books_view?idx=4064

Easy Guide to Making Macramé Yourself

1. Publication Details

Title | Easy Guide to Making Macramé Yourself

Author | Jo Yeongmi

Publisher | Wisdom House, Inc

Publication Date | 2018-08-29

ISBN | 9791162207192

No. of pages | 244

Dimensions | 207 * 270

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3. Book Intro

The book delivers the world's most considerate macramé class that guides you through pages designed to help you easily make your own macramé.

It is an easy macramé guide that can help even those who are trying the western craft of macramé for the first time. It provides instructions from the eyes of a beginner and it features detailed instructions for plant hangers, wall hangings, dream catchers and mobiles. Large images, which remind one of a video, allow the reader to see every single thread, and each instruction is accompanied by detailed explanations and tips. Also, each page has a QR code that directs the reader to a video page to help him or her learn the instruction better. Through exercises for making various items, this book will help the reader to improve basic macramé skills up to the level of being able to build a full piece with one or two techniques only. Take your time to experience the fun of making simple, delicate macramé pieces and the joy of home styling through this book.

* k-book.or.kr/user/books/books_view?idx=1344

DALLERGUT DREAM DEPARTMENT STORE 1, 2

1. Publication Details

Title | DALLERGUT DREAM DEPARTMENT STORE 1, 2

Subtitle | 1. The Dream You Ordered is Sold Out , 2. I'm Looking For Regular Customers

Author | Lee Miye

Publisher | Sam & Parkers (Sam & Parkers Co., Ltd.)

Publication Date | 2020-07-08

ISBN | 9791165341909

No. of pages | 300

Dimensions | 136 * 200



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3. Book Intro

Volume 1: 840,000 copies sold, Volume 2: 320,000 copies sold

There is a unique village that can only be entered by sleeping. The most popular place there is called 'Dollergut's Dream Department Store', which collects and sells all kinds of dreams to sleeping customers. People who take long naps, as well as people and animals who take short naps all visit the store. This is a fantasy novel that contains secret episodes weaving interesting characters from the unusual owner 'Dollergut', the unique employees who work next to him, and the dream creators who make dreams. This book has achieved splendid achievements such as the overall Best Top 10 for 75 consecutive weeks upon publication, the best book selected by readers in 2020 and 2021, and the export of copyrights to 13 countries around the world.

* k-book.or.kr/user/books/books_view?idx=4492

Future Jobs that Only I Want to Know

1. Publication Details

Title | Future Jobs that Only I Want to Know

Author | Yang Seoyoon

Publisher | GAEAMNAMU

Publication Date | 2019-12-02

ISBN | 9788968305566

No. of pages | 136

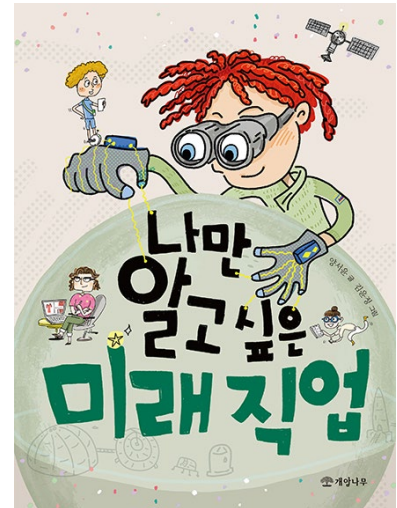
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3. Book Intro

Future Jobs that Only I Want to Know delivers the stories of 20 promising future jobs that will be commercialized in the foreseeable future through the mouth of a virtual figure. It also helps children dream bigger and prepare for their future step by step by introducing the necessary knowledge for the job in detail.

* k-book.or.kr/user/books/books_view?idx=2976