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THE BIRTH OF KOREAN COOL HOW ONE NATION IS CONQUERING THE WORLD THROUGH POP CULTURE by Euny Hong · RELEASE DATE: Aug. 5, 2014 A funny, iconoclastic Korean-American journalist and author turns her skewering lens on her own culture.

THE BIRTH OF KOREAN COOL | Kirkus Reviews

The Birth of Korean Cool by Euny Hong (2014) is keen to demonstrate that Korea is fully capable of rebuilding the country's image by making things that used to "suck" (as in Samsuck) look glaringly cool, despite its unequivocally 'uncool' history, tradition, social practices, and, in particular, geopolitics.

Euny Hong, The Birth of Korean Cool (2014) (pdf) | Paperity

The Birth of Korean Cool will open up both the world of Kpop and the country's contributors to the Hallyu Wave in ways you had never considered. Korea has

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gone from a developing country to a leading economic power faster than any other nation, this is largely based on Hallyu.

[Book Review] The Birth of Korean Cool - Euny Hong ...

This book, *The Birth of Korean Cool* by journalist and author Euny Hong, is a good choice for an insight into the last 35 years or so of Korean culture. In some ways an autobiography as the first chapters describe her experiences in the Korea of the mid 1980's right as Korea was beginning its rise into being one of the top 15 wealthiest countries in the world.

The Birth Of Korean Cool. (Book Review.) - KPOP Jacket Lady

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Euny Hong official author website

The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture was published by Picador Books in the US/Simon & Schuster in the UK in 2014, and has been published in seven languages.

Euny Hong - Wikipedia

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