

The Birth Of Korean Cool: How One Nation Is Conquering The World Through Pop Culture

By Euny Hong



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Author Euny Hong joins HuffPost Live to discuss her new book, "The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture," which is one of

Euny Hong is a journalist, *The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture*

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Aug 08, 2014 The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture. By Euny Hong. Picador; 288 pages; \$16. Simon & Schuster; 14.99. Buy

The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture is being published by Picador in the US, Simon & Schuster in the UK in August 2014.

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The author of the new book The Birth of Korean Cool (Picador) IDs K-pop culture ripe for American import.

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Maybe you've noticed from the onslaught of infectious K-pop, addictive beauty products, a stronghold in tech, and imitable street style, that South Korea is

EUNY HONG is author of *The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture* book EUNY HONG is author of *The Birth of Korean*

Author of *The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture.*" Euny Hong s next book, *The Birth of Korean Cool: How One Nation*

Euny Hong s recently published book *The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture* was recently mentioned by both *The*

The Birth of Korean Cool, Euny Hong s book about the Korean Wave or hallyu, which only appeared to take place overnight. It seems that all of a sudden we re aware

world's number one pop culture exporter. As a child, Euny Hong moved from *Birth of Korean Cool* recounts how became cool, and how a nation that

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Program detail of The Birth of Korean Cool Hong speaks about her new book, The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture.

21 quotes from The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture: You may have an iPhone, for example, but its microc

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