

THE BIRTH OF KOREAN COOL HONG EUNY%0A

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'The Birth of Korean Cool' by Euny Hong, the Making of a ...

Euny Hong's 2014 book *The Birth of Korean Cool* breaks down this huge shift and how Korean culture took the world by storm. Hong brings a distinct perspective to this story. She was born in the United States to Korean parents who decided to come back to Korea in 1985, when Hong was 12 years old.

Euny Hong, *The Birth of Korean Cool* (2014)

Euny Hong, *The Birth of Korean Cool* (2014) Soonkwan Hong Keywords Korea, Cool, Hallyu (K-pop), Pop culture, Gangnam Style, Samsung Soonkwan Hong is an associate professor of marketing at Michigan Technological University.

The Birth of Korean Cool review the making of a cultural ...

The Birth of Korean Cool review the making of a cultural superpower Euny Hong's account of how South Korea went from backwater to trendsetter is a myth-busting treat Isabel Hilton

The Birth of Korean Cool, by Euny Hong - *The New York Times*

Hong's new book, *The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture*, loosely follows South Korea's growth from the mid-60s, when the country's per

The Birth of Korean Cool | Euny Hong | Macmillan

Full of insight and shocking facts, *The Birth Of Korean Cool* is a hilarious, gutsy, eye-opening account of Korean drive and success. I couldn't put it down. Euny Hong is a force of nature. I couldn't put it down.

The Birth of Korean Cool: Euny Hong Provides South Korea ...

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 of Samsung phones and Psy galloping his way to gazillions of YouTube hits.

The Birth of Korean Cool: How One Nation Is Conquering the ...

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Euny Hong: The Birth of Korean Cool

October 15, 2014 - Author Euny Hong discusses, with *The Wall Street Journal Online*'s columnist Jeffrey Yang, her first nonfiction book, *The Birth of Korean Cool*, which

mixes stories from her

I Read A Book: Euny Hong's The Birth of Korean Cool

Euny Hong's *The Birth of Korean Cool: How One Nation is Conquering the World Through Pop Culture* is a book about Korean culture from the perspective of an insider/outsider, a Korean-American who spent much of her formative years in Korea, at the point the country was moving from a third-world country to one where luxury brands set up shop. This book is not a snapshot of what is cool now, but

The Birth of Korean Cool: How One Nation Is Conquering the ...

The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture [Euny Hong] on Amazon.com. *FREE* shipping on qualifying offers. A FRESH, FUNNY, UP-CLOSE LOOK AT HOW SOUTH KOREA REMADE ITSELF AS THE WORLD'S POP CULTURE POWERHOUSE OF THE TWENTY-FIRST CENTURY By now

The Birth of Korean Cool : How One Nation Is Conquering ...

Euny Hong is a journalist and author with international experience in web, print, and television news. Her work has appeared in the *New York Times*, *Washington Post*, *Wall Street Journal Europe*, *International Herald Tribune*, *New Republic*, *Boston Globe*, and *The Forward*.

THE BIRTH OF KOREAN COOL by Euny Hong |

Kirkus Reviews

A funny, iconoclastic Korean-American journalist and author turns her skewering lens on her own culture. Hong (*Kept: A Comedy of Sex and Manners*, 2006, etc.) has a mischievous sense of humor when it comes to culture clashes, so it's a pleasure to see her turn her wicked talents on Hallyu.

Euny Hong (Author of The Birth of Korean Cool) - Goodreads

Euny Hong is the author of *The Birth of Korean Cool* (3.82 avg rating, 1627 ratings, 258 reviews, published 2014), *Kept* (3.25 avg rating, 102 ratings, 18