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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

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## 60th Anniversary of Diplomatic Relations between Korea and Japan: Today and Tomorrow of the Publishing Trade

Written by Baek Won-Keun  
(President of Books & Society Research Institute)

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This year marks the 80th anniversary of Korea's liberation from Japanese occupation (1910-1945) and the 60th anniversary of the diplomatic relations between the two countries since 1965, when they restored diplomatic relations. In Korea, there is a tradition of celebrating the 60th birthday of a person with great festivity, and the 60th anniversary of diplomatic relations between the two countries is also considered an important milestone. As such, while various commemorative events are taking place, the publishing sector will be organizing Korean book exhibitions, exchanges between Korean and Japanese authors and publishers, and special sales of translated Korean books in Japanese bookstores in Tokyo and Osaka,

Japan, under the leadership of the Ministry of Culture, Sports, and Tourism and the Publication Industry Promotion Agency of Korea (KPIPA). The idea is to make it an opportunity for Korean books to be promoted in Japan.

Then, what is the current state of publishing trade between Korea and Japan, and what does it look like? The publishing trade can be categorized into the import and export of paper books (original books) and the publication of translated books between the two countries by exporting and importing copyrights; let's take a look at the flow based on relevant statistics.

### **Korea gains strength in the publications trade, while Japan continues to lead in translated books**

According to the Japanese Ministry of Finance's "Trade Statistics," Japan's exports of publications (paper books and magazines) to Korea increased from 620.83 million yen in 2019 to 978.852 million yen in 2023 for books, while magazines were similarly up from 315.92 million yen to 373.32 million yen over the same period. In terms of imports, the value of books surged from 765.52 million yen in 2019 to 3,663.31 million yen in 2023, while magazines increased from 43.55 million yen to 297.71 million yen (*Publishing Index Yearbook 2024*, Japan Publishing Institute). In other words, Korean exports of publications to Japan have increased nearly fivefold in the past five years,

while imports of publications from Japan have not changed much; thus, Korea's trade in publications with Japan has turned from a chronic deficit to a surplus. The value of Korea's imports and exports of publications to Japan went from a trade deficit of about 1.2 billion won in 2019 to a surplus of about 24.5 billion won in 2023. This indicates a growing interest in Korea from Japanese readers.

Next, if we look at the current state of translated publications by the publishing rights trade between Korea and Japan, we can see that Korea is very active in translating and publishing Japanese books, while Japan's publication of Korean translations of Japanese books is insignificant. According to the legal deposit copy statistics of the Korean Publishers Association, a total of 4,492 Japanese titles were translated and published in Korea in 2024, accounting for 44% of the total number of translated titles (10,262), mainly led by comics, Japan's killer content that has a strong influence in the global publishing market. The gap between the second place, US (2,569 titles, 25%), and the third place, UK (733 titles, 7%), is huge. In 2024, Japanese books translated and published in Korea were in the order of comics (2,595 titles), literature (680 titles), and children's books (323 titles).

A total of 107,776 Japanese titles were translated and published in Korea over the 24 years from 2001 to last year, with comics (57.2%), literature (17.6%), and children's

books (6.9%) accounting for the largest share (see <Table 1>, <Figure 1>, and <Figure 2>). According to Kyobo Book Center’s “Cumulative Sales of Fiction Titles Over the Past 10 Years,” released in January 2019, Japanese authors Keigo Higashino and Haruki Murakami ranked first and second in the list, beating out popular Korean authors. So many Japanese books are translated and sold in Korea because of the abundance of excellent Japanese content, geographical proximity, linguistic, cultural, and emotional similarities, and the availability of Japanese translation specialists.

<Table 1> Trends in the publication of Korean translations of Japanese titles

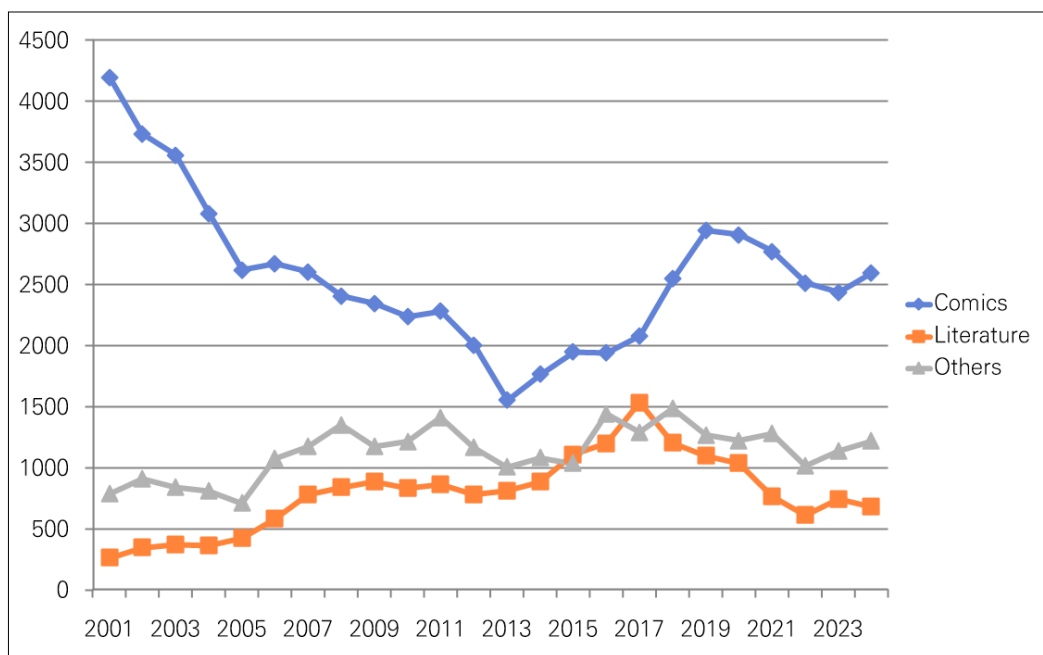
(Unit: Number of titles)

Year	General works	Philosophy	Religion	Social science	Natural science	Science and technology	Art	Language	Literature	History	Children	Comics	Educational supplement	Total
2001	2	27	32	169	27	108	23	72	260	18	308	4,192	1	5,239
2002	3	23	16	209	49	123	31	56	345	54	347	3,727	0	4,983
2003	0	24	24	214	40	149	43	71	372	38	239	3,556	0	4,770
2004	6	41	25	315	23	119	28	36	364	47	170	3,081	2	4,257
2005	3	29	16	259	23	120	28	41	423	35	157	2,618	0	3,752
2006	8	40	17	303	24	157	43	32	581	48	402	2,668	1	4,324
2007	16	75	16	342	38	185	88	108	780	61	243	2,602	1	4,555
2008	27	44	17	370	39	188	85	39	837	54	480	2,404	8	4,592
2009	13	45	21	341	39	191	74	21	886	43	386	2,343	0	4,403
2010	20	79	23	301	41	194	102	37	832	44	374	2,235	0	4,282
2011	31	88	20	248	49	267	91	18	863	39	560	2,278	0	4,552
2012	18	78	20	225	25	267	99	16	781	54	362	2,003	0	3,948
2013	22	80	23	238	26	266	80	15	812	44	211	1,551	0	3,368
2014	35	63	20	245	29	262	96	11	883	48	271	1,762	0	3,725
2015	44	77	17	251	31	267	99	9	1,109	34	205	1,945	0	4,088

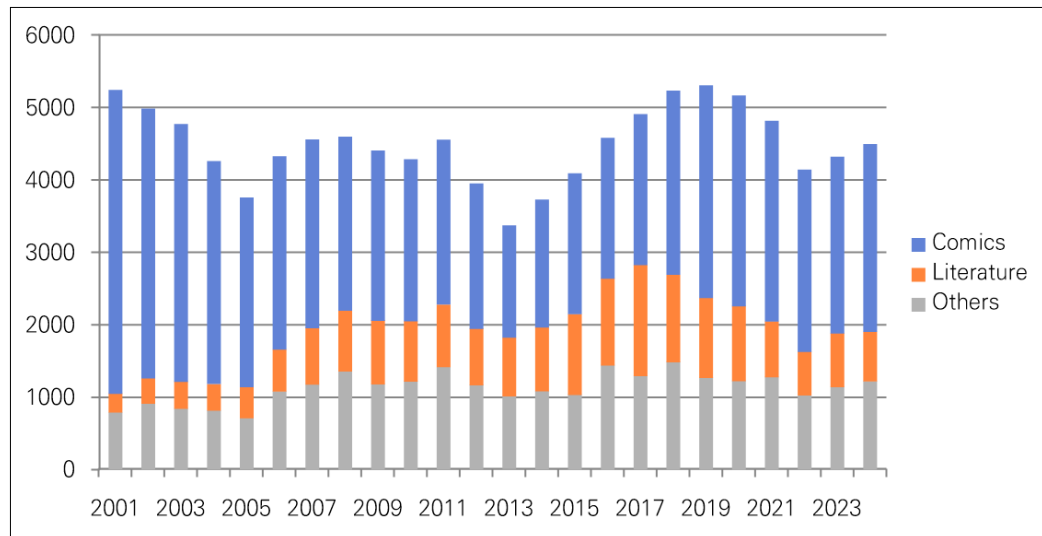
Year	General works	Philosophy	Religion	Social science	Natural science	Science and technology	Art	Language	Literature	History	Children	Comics	Educational supplement	Total
2016	64	61	28	381	42	340	118	17	1,199	69	318	1,939	2	4,578
2017	66	102	27	317	38	272	100	16	1,534	52	300	2,080	1	4,905
2018	66	168	22	262	71	315	118	29	1,201	67	365	2,545	0	5,229
2019	60	140	18	253	63	300	108	16	1,096	66	241	2,939	3	5,303
2020	60	136	15	250	61	297	98	11	1,035	59	233	2,906	3	5,164
2021	65	160	18	203	87	246	115	14	766	56	314	2,769	0	4,813
2022	57	106	11	140	75	157	97	17	611	59	296	2,511	1	4,138
2023	38	127	13	175	77	193	91	14	744	81	326	2,435	2	4,316
2024	56	160	17	164	92	201	118	19	680	67	323	2,595	0	4,492
Cumulative total	780	1,973	476	6,175	1,109	5,184	1,973	735	18,994	1,237	7,431	61,684	25	107,776
Share (%)	0.7	1.8	0.4	5.7	1.0	4.8	1.8	0.7	17.6	1.2	6.9	57.2	0.0	100%

Data: The writer of this article compiled statistics on Japanese books translated into Korean from the National Library of Korea's Legal Deposit Agency statistics published annually by the Korean Publishers Association.

<Figure 1> Trends in the number of Korean translations of Japanese titles 1



<Figure 2> Trends in the number of Korean translations of Japanese titles 2



If you look at the graph (<Figure 2>) of the trend of Japanese books translated into Korean since the turn of the 21st century, the decline in publication volume around 2013 stands out. This was due to the extreme deterioration of Korea-Japan relations. From 2012 to 2015, the conflict in historical perceptions between Korea and Japan regarding Japan's past illegal acts against humanity and occupation, such as the victims of Japanese military comfort women and forced labor, was at its peak. On the other hand, novels, which account for the majority of Japanese literature after comics, numbered only 31 titles in 1990, but gradually increased to a peak of 1,534 titles in 2017 before showing a clear decline in recent years. This demonstrates the changing demand in the Korean publishing market.

However, there are no accurate statistics on the number of

Korean translations published in Japan. We can only observe an increase in recent years through various sources.

▲ In the 1996 survey by the Korea Arts & Culture Education Service (KACES), 438 Korean literary titles had been published in 16 languages in 27 countries by then (*50 Years of the Korean Publishers Association, Korean Publishers Association*, 1998). Of these, 123 were in English, 83 in Japanese, 70 in French, and 41 in German.

▲ A total of 5,525 exported titles over the past 30 years have been listed in the “Publishing Copyright Export DB (1978-2008),” which was established as a web database on the Korean Publishers Association website in 2009 by the Korea Publishing Research Institute with research support from the Ministry of Culture, Sports, and Tourism. The exported titles were mainly children’s books and comics, and were mainly exported to Asian countries. A total of 437 titles were exported to Japan, including 138 in literature, 59 in children’s books, 58 in language, 52 in comics, 45 in social sciences, 21 in art, 21 in history, 17 in general works, 16 in science and technology, 5 in pure science (natural sciences), 3 in philosophy, and 2 in religion.

▲ According to the Literature Translation Institute of Korea’s (LTI) 2024 Annual Report, the organization supported 359 Japanese translations of Korean literature and content (227 novels, 64 humanities and social science books, and 27 poetry books) and 290 Korean translations

of Japanese books (189 novels, 46 humanities and social science books, and 24 poetry books) from 2001 to 2024.

▲ According to the “2023 Publishing Industry Status Survey” conducted by the Publication Industry Promotion Agency of Korea (KPIPA with the participation of copyright agencies and publishers, the annual number of publishing copyrights exported by Korea to Japan was 56 in 2020, 70 in 2021, and 49 in 2022, totaling 175 over the three years. By field, literature accounted for 102, general works 19, children’s books 18, and art 11.

▲ According to the Japan Publishing Institute (*Publishing Index Yearbook 2021*), the number of foreign books translated and published in the Japanese publishing market has been declining (6,619 titles in 2004, 4,884 titles in 2019), and the number of foreign literature and fiction titles, the largest share among translations, has also dropped (1,724 titles in 2004, 1,167 titles in 2019). While the number of translations of Anglo-American literature, which accounts for about 80% of the total, continued to decline, the number of translations of Korean literature increased to 7 titles in 2016, 19 titles in 2018, and 26 titles in 2019, although on a smaller scale.

▲ According to a recent survey I conducted on the website of Kinokuniya bookstore in Japan, there were 229 translations of “Korean literature” (see <Table 2>). The number of titles published annually has increased from just

one in 2011 to 40 in 2023, with an upward trend since 2018. Of the 18 titles published until 2017, 13 were published by CUON, a publishing house run by a Korean (Kim Seung-Bok).

<Table 2> Japanese translations of Korean literature sold at Kinokuniya bookstores in Japan (number of titles by year of publication)

Year	2011	2012	2012	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Title	1	3	3	2	2	3	4	14	16	24	31	38	40	40

Through these sources, it can be observed that the total number of Korean books published in Japan is estimated to be around 100 titles per year, which is significantly lower than the number of Japanese books translated into Korean. This indicates a considerable disparity—at least 20 times more (excluding comics) and up to 40 times more (including comics) Japanese books are translated into Korean compared to Korean books published in Japan. This is the result of pure market logic, the commercial publishing trade. There are people who have tried to close the gap and introduce Korean books to Japan. Some of them include Goryeo Seorim (headed by Park Gwang-Soo), which opened in Tokyo in 1959 as a bookstore specializing in Korean books; the Korean Book Center (headed by Noh Yang-Hwan), which was established in Tokyo in 1974 by Samjungdang, which used to be known as “Samjungdang Bookstore” in the 1970s; and translator Akira Dateno, who spearheaded the Korean-

Japanese publishing exchange.

Following behind, CUON, a publishing house specializing in Korean books, founded in Tokyo in 2007 by Kim Seung-Bok, completed the publication of Park Kyung-Ni's masterpiece *Land* (all 20 volumes), which is considered one of the representative works of Korean literature, in 2024, 10 years after signing a contract to publish the Japanese edition. In addition to Korean literature (96 fiction titles, 52 non-fiction titles, and 8 poetry titles), Kim played a pioneering role in establishing the foundation of the Korean publishing wave by introducing a variety of good Korean books to Japan, covering humanities, picture books/children's books, comics, and lifestyle books. In 2015, Kim opened a bookstore specializing in Korean books, "Bookstreet (*Chaekgeori*)," which has since become a fixture in Tokyo's Jinbocho, the world-famous book district. Furthermore, the K-Book Promotion Association (established in 2011), an incorporated organization involving Korean literature enthusiasts and Japanese publishers, serves as a strong base for promoting Korean books by disseminating information and holding various events to revitalize the translation and publication of Korean books in Japan.



The complete collection of Park Kyung-Ni's epic masterpiece *Land* (20 volumes), published by CUON over 10 years. *Land*, which depicts the grand panorama of the people's lives from the end of the Joseon Dynasty to the colonial period under Japanese occupation, is considered by Korean literary scholars to be "the best work of Korean literature ever written" (2018 *Literature Status Survey*, LTI). Japanese is the only foreign language that has fully completed publishing the series.

### **Hallyue (Korean Wave) in the Japanese publishing market and the challenges of the global publishing market**

While the *hallyue* hype in pop culture, such as dramas, movies, and K-pop, has been going on in Japan for over 20 years, it has only been relatively recently that Korean literature and Korean books have started to gain popularity with general Japanese readers. This is a dramatic turnaround from the prevalence of anti-Korean publications.

The so-called "anti-Korean publishing business" persisted from the late 1980s to the early 2020s, as inflammatory publications with hateful and offensive content about Korea and Koreans made money off far-right audiences in Japan.

The phenomenon was fueled by the right-wing's biased view of Korea's rapid international growth after the 1988 Seoul Olympics and Japan's relative stagnation. In November 2014, an exhibition of anti-Korean publications was held in the lobby of the National Assembly Library in Korea, organized by Choi Jae-Cheon, then a member of the Foreign Affairs and Unification Committee of the National Assembly, and the Korean Residents Union in Japan (Mindan). Serious insults to Korea, Koreans, and the head of state were displayed, but in the name of "freedom of publication," there was no self-correction effort by the Japanese publishing industry, nor was there a clear demand for correction from the Korean government.

All the translated publications are driven by the willingness of the destination language to import, not the willingness of the source language to export. One of the things that the history of the Korean-Japanese publishing trade and the history of publishing in the world has taught us is that content that becomes a hot topic in its home market is likely to be noticed in foreign markets. This is evidenced by the cases where content that resonates strongly with Korean readers has also done well in Japan.

Since the 2000s, the things that have symbolized the publishing *hallyue* in Japan have been Mirae-N I-Seum's science education comics series, *Surviving* (*Survival* in Japan). Published by Asahi Shimbun in Japan since 2008, it

has sold more than 15 million copies to date and has been adapted into a television anime. In the literary field, Cho Nam-Joo's *Kim Jiyoung Born 1982* (Minumsa Publishing) resonated with Japanese female readers, sparking a surge of interest in Korean fiction and feminism.

In addition, Kim Su-Hyun's essay *I Decided to Live as Me* (Clay House), which was said to have been read by BTS member Jungkook, garnered significant attention. In addition, Sohn Won-Pyung's *Almond* (Darjeeling Books) (2020) and *Counterattack at Thirty* (EunHaeng NaMu Publishing)(2022), as well as Hwang Bo-Reum's *Welcome to the Hyunam-dong Bookshop* (Clay House)(2024), won the first place in the translated fiction category in the Japan Booksellers' Award, which is known to have greater sales power than traditional literary awards in Japan. In 2024, Han Kang's winning of the Nobel Prize in Literature catapulted Korean literature into the spotlight of Japanese publishers and readers alike. Moreover, Korean webtoon content is sweeping the Japanese webtoon market, creating a solid foundation for the *hallyue* of Korean content in the Japanese cultural market.



Korean books that made waves in Japan in 2020, each selling between 100,000 and 500,000 copies. (*Kim Jiyoung Born 1982*; *Almond*; *I Decided to Live as Me*; *I Want to Die But I Also Want to Eat Tteokppokki* (HEUN); *I Almost Lived Diligently* (Originals); *Anti-Japan Tribalism* (Miraesa))

Looking back at the 60-year history of publishing trade since the establishment of diplomatic relations between Japan and Korea, we can see that while Japanese publishing was the benchmark model for Korean publishing in the early years, Korea's rapid economic growth and revitalization since the 2000s has created an entirely new environment in which Korean cultural content and the unique appeal of Korean books have become known and spread in Japan.

With a surge in preference for Korean books in Japan and an increase in the number of Korean book translators, there is great potential for future growth of the publishing *hallyue*. Good books transcend language boundaries. In what can now be called the “East Asian publishing community,” the flourishing translation and publishing industry in Korea, Japan, China, and Taiwan is creating a unique dynamism in the world. I hope that the 60th anniversary of diplomatic relations between Korea and Japan will be a chance for the Korean and Japanese publishing industries to explore ways to contribute to the development of global publishing culture together through further exchanges and cooperation networks.

**SPECIAL PROJECT**

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[New Ways of Walking Through Cities ⑥]

# The Center of the World Behind High Walls: Beijing

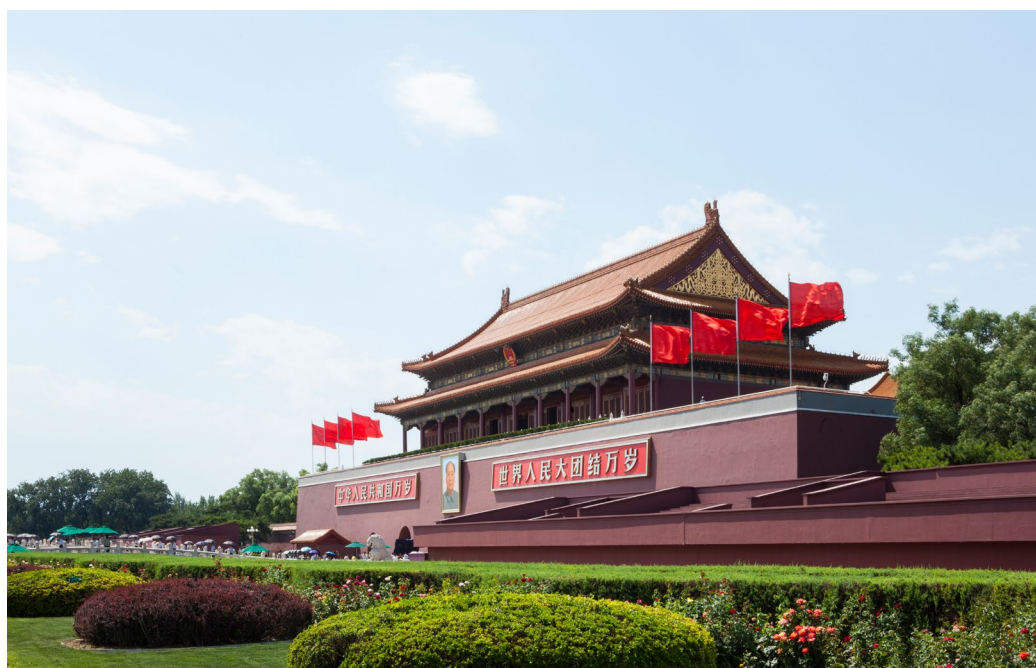
Written by Jeong Hwan-Jeong

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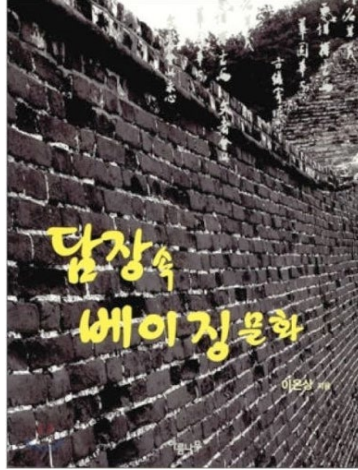
China is the fourth largest country on Earth. Its coastline spans more than 18,000 kilometers, and it borders 18 countries, including North Korea, Russia, Mongolia, and India. So, it's impossible to summarize China in a few words or even a few sentences. This is what makes Beijing so special. Unlike Shanghai, Chongqing, Hong Kong, and other international cities, it has the symbolism of being a city that was built by only Chinese people under meticulous planning. It's also in Beijing that fossils of Beijing Man (北京原人), a subspecies of *Homo erectus*, the first hominid to use fire, were discovered—no wonder the city has such historical significance. Perhaps this is why, among the Chinese, it's been labeled “the place for those who care more about their dignity than anywhere

else in the country.” In fact, Beijingers are said to prefer to quote old poems and ancient tales in conversation. This is because they consider cultivation and erudition to be an important factor in evaluating a person. The city resembles such people. From a practical point of view, it is too big, too colorful, and too complicated. However, that is also what makes it the most Chinese. Tiananmen Square and the Forbidden City are two such examples.

Of course, Beijing isn't all about grandiose buildings. Many small, narrow streets stretch endlessly between historic spaces and buildings. This is why you need a detailed and helpful guide - one that doesn't just point out signs and signposts, but also thoroughly walks you through the city's history and values. Only then will you be able to get a glimpse of the real Beijing, a city that has steadfastly maintained its values behind its high and thick walls.



## The center of the world made by Chinese people



*Beijing Culture Behind the Fence*

Beijing is a place that is unlike any other city in the world. It has long been the center of China, and as such, it feels like it is located at the very heart of the country. It is intimidating to approach, and you often feel like you could get lost if you take the wrong step, with walls blocking your view everywhere. The “bamboo curtain” that marked the border between China and non-Communist countries during the Cold War is perhaps the best way to describe Beijing. And the book, *Beijing Culture Behind the Fence* (Areumnamu), explains in detail why Beijing has come to have the image it does, and whether those preconceptions are true or misunderstood. It starts with an explanation of what Beijing looks like. The illustrations help you familiarize yourself with the city’s geography, while the photographs show typical spaces in each district. Thanks to this, you will feel like you are reading a friendly travel guide. Plus, there’s plenty of historical and cultural commentary throughout.

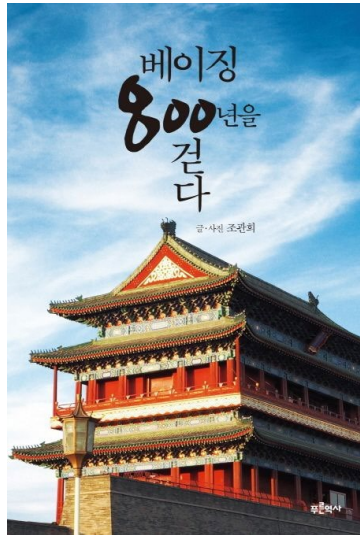
“On the first floor of the Great Hall of the People, there are two large wall clocks facing each other on either side. The bland-looking clocks give off quite a serious vibe. Despite having a vast land mass the size of Europe, China sticks to one time zone. Beijing time is China’s standard time. It is also based on the wall clock here on the first floor of the Great Hall of the People. It is a profoundly significant clock (...) The idea is to govern China, a country of many different races, as one China with one unified time.”

The detailed descriptions of famous spots in the east, west, north, and south of Beijing’s center, the back streets that can be reached by bike, and the internationally acclaimed Dashanzi, or the 798 Art District, are also fascinating. In particular, the humane aspects of Beijing and the results of its resistance to homogenization make the city even more mysterious. Of course, the book emphasizes that these elements cannot be experienced and appreciated all at once, because Beijing is so big and far-reaching. That is why the book’s efficient itinerary is so helpful: it will help inflate your excitement for the city.

### **Sinocentrism realized as a city**

Once you have gotten a sense of Beijing’s layout and structure, it is time to explore the meaning that underlies it. The book, *Walking Through the 800-Year History of Beijing* (Purun Yoksa), draws on

a variety of historical facts to explain what role Beijing has played over the course of its nearly 800 years as a city and 600 years as a capital. It is intriguing to glance at the accounts of Beijing written by officials and scholars from neighboring Joseon, as well as missionaries and diplomats from Europe. They all point out how meticulously the city was planned and how that plan is actually functioning. Beijing is literally a city that has never been seen before in the East and West.



*Walking Through the 800-Year History of Beijing*

“Beijing, too, was designed and built with the intention of making it the center of the sinocentrism. (...) Beijing, which contains all things that exist under the heavens, is in that sense, the axis and center of the world, and the emperor residing in it is endowed with corresponding authority and power. Beijing is, in a sense, a kind of “Mappa Mundi,” a map of the world in which everything in the world exists.”

The book elaborates on how much effort went into realizing the ideal of Beijing as the “center of the world.” It highlights what you need to pay special attention to in this massive planned city, which was built with a combination of legends, *yin & yang* and the five elements, and the most advanced engineering of the time. Of course, we can also get a glimpse into the ordinary lives of the common people living within. In addition, you will find yourself getting even more excited to head to Beijing, as the book describes the *hutongs* (胡同), the friendly alleyways that could be free from the imperial presence of the “High One,” as if they were unfolding before your eyes.

### A friendly guide to a gigantic art city



*Beijing Salon*

*Beijing Salon* (Edition W) by Cheon Soo-Rim, a former contributor to various art publications and editor-in-chief of a photography magazine, provides a more in-depth look at Beijing, as the title

suggests. While you can read about the city's epic history and grand narrative, the book's charm lies in its intimate explanation of the artistic symbolism that permeates it. The author's focus is not on the big buildings and wide boulevards, but on the alleyways and shops, where small but colorful lives go on. The various facets of life that are being created in them are both diverse and, therefore, beautiful. Their existence, she says, has been left unrecorded by history, and has laid the groundwork for Beijing to become one of Asia's most culturally vibrant cities. One of the most representative areas is the bookstore.

“There are two things that distinguish Chinese bookstores from those in other countries. One is the use of *jianzhi* (裱, paper art made of red paper cut with scissors) in their interiors, whether traditional or modern. (...) The second is that any space where you can read a book is always equipped with a teapot. (...) In Beijing, no matter where you go, you will be offered a cup of tea. If you don't know how to decline, you might have to drink twenty cups in one day. The small neighborhood bookstores where you can 'have a cup of tea' and read a book are therefore very relaxing and welcoming.”

Beyond bookstores, this book offers a fascinating look at the breadth of Beijing's cultural spectrum, with examples from sectors as diverse as cuisine, clothing, music, and film, such as Beijing's

world-class cuisine, the colorful porcelain bowls that accompany it, and the European art pieces inspired by it. The key point to note is that it was not a single empire and a few ethnic groups, but a multilayered mix of many ethnicities from many countries that created the unique content of Beijing. In addition, the book details how that uniqueness manifested itself in the living environment of Beijingers.



Ever since the Yongle Emperor of the Ming Dynasty moved the capital from Nanjing in 1406, Beijing has consolidated its status and function as a capital city for more than 600 years. Throughout this period, countless people have traveled to Beijing from all over

China and the world. The stories and traces they have left behind are so vast that nothing can fully capture them. As such, it is impossible to see all of Beijing in just a few days. Even those who have spent years in the city say its physical vastness and historical depth are beyond measure.

Of course, Beijing has also undergone significant changes as China went through rapid modernization and industrialization. Nevertheless, the symbolism of Beijing, which China claims to be the center of the world and also the heart of China, has grown bigger and stronger. Maybe that is why Beijing represents China. Beijing is the city that embraces all things and eventually reorganizes them to fit the Chinese order.

## EXPORT CASE

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# How Korean Books Are Conquering Russia: The Experience of MIF

Written by Anna Nepliuieva  
(Head of Fiction Department, MIF Publishing House)

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In recent years, Korean literature has been steadily capturing the hearts of Russian readers. One of the advocates of K-literature in Russia is MIF Publishing House (<https://www.mann-ivanov-ferber.ru/>). In this article, we explore how MIF made the strategic decision to publish Korean books, the titles that have already resonated with readers, and what the future holds.

### Who We Are

MIF Publishing is one of Russia's largest independent publishing houses. Since 2005, we have been producing high-quality nonfiction for adults and children, including books on self-development, business, psychology, art, and science, as well as fiction for adults, young adults, and younger readers.

Our backlist includes more than 5,000 titles, and we publish around 400 new books each year. Our authors range from bestselling international names to renowned Russian writers. We are active participants in the world's leading book fairs — including the Frankfurt Book Fair, Bologna Children's Book Fair, and London Book Fair.

### Why Korean Literature?

Korean culture has long since ceased to be seen as exotic. From K-pop and K-dramas to webtoons, fashion, and skincare, Korean trends have become part of everyday life for millions of young Russians. Literature was the natural next step. At MIF, we recognized this shift early and began actively exploring the Korean book market. We were drawn to several key directions:

- Healing and cozy fiction — emotionally resonant stories that help readers navigate stress and anxiety.
- Manhwa and web novels — perfect for engaging the younger generation with visually rich and addictive storytelling.
- Middle-grade fantasy and school dramas for young readers.
- Non-fiction — covering Korean culture, mythology, everyday life, and emotional well-being.

One of our editorial missions is to discover powerful foreign texts that resonate with and are accessible to Russian audiences.

Korean authors excel at exploring complex themes, such as loneliness, anxiety, and emotional resilience, all with depth, subtlety, and empathy.

### What We Have Published

MIF has introduced some of Korea's most acclaimed and bestselling titles to Russian readers. Among our highlights:

- *Villains Are Destined to Die* (D&C WEBTOON BIZ)(430,000 paperback copies sold in Russia),
- *What's Wrong with Secretary Kim?* (Gaha)
- *Nano Machine* (Moonphase)
- *The Boxer* (DAEWON. C. I.)
- *The Returner's Magic Must Be Special* (D&C WEBTOON BIZ)
- *Extraordinary Attorney Woo* (Gimm-Young Publishers)
- *The Shop of Selling Time* (Jaeum and Moeum)
- *The Bookstore of Illusion* (Happybooks2u)
- *The Alley of Magical Bookshops* (Chaekdam)
- *Dreamweaver and the Fantasy Shop* (Fandombooks)
- *The Bookstore for Drinking Moon Glow* (Moonhaksoochup)
- *The Picture Bride* (Changbi)

and many more.



*Villains Are Destined to Die; What's Wrong with Secretary Kim?; Nano Machine; The Boxer*



*The Returner's Magic Must Be Special; Extraordinary Attorney Woo; The Shop of Selling Time; The Bookstore of Illusion*



*The Alley of Magical Bookshops; Dreamweaver and the Fantasy Shop; The Bookstore for Drinking Moon Glow; The Picture Bride*

We also focus on children's literature. Our edition of *The Majestic Fox Tail* (Changbi) has sold over 400,000 copies and remains a favorite among kids and parents alike. Fairytale-inspired

titles like *The Rainbow Goblin Store* (Clay House) are also very popular.



*The Majestic Fox Tail; The Rainbow Goblin Store*

On the non-fiction side, we are proud to successfully publish works such as:

- *The Living Korean Mythology* (Hankyoreh Publishing Company)
- *Korean Fantasy Encyclopedia* (Wisdomhouse)
- *No Word Is Worth Listening If It Hurts You* (Slow&Steady)
- *Ask Psychology When You Turn 30* (Galleon)



*The Living Korean Mythology; Korean Fantasy Encyclopedia; No Word Is Worth Listening If It Hurts You; Ask Psychology When You Turn 30*

These books offer insight into Korean mythology, mental health, and the balance between personal and professional life.

### How Readers Are Responding

Korean literature is no longer a niche or novelty — it's a growing and collectible segment. Both digital (LitRes, Wildberries) and offline bookstores (Chitai-Gorod, Bukvoed) are seeing increasing demand for Korean titles.

Series like *Villains Are Destined to Die* and *The Majestic Fox Tail* have become mega-bestsellers. For MIF, it is a true honor to publish these stories in Russia.

What resonates most with our readers these days:

- Healing and cozy fiction — stories that ease stress, promote mindfulness, or include elements of art therapy
- Books about books and bookstores — cozy stories that depict books as a source of strength
- “House at the Edge of the World” stories — romantic tales of solitude and renewal
- Identity, heritage, cultural codes — narratives about self-discovery through the past
- Cozy mysteries
- Non-fiction focused on mental health, mindfulness, and work-life balance

## Who Reads Korean Books in Russia - and How We Reach Them

### Who Reads Korean Books in Russia?

Young adults (18–25)	Fans of K-pop, webtoons, and dramas. Digital natives who prefer visual formats and romantic fantasy.
Women (25–35)	Urban professionals interested in psychology, self-help, and emotionally intelligent fiction.
Intellectuals (35+)	Philosophically inclined readers drawn to the depth and emotional realism of modern Korean prose. This audience embraced <i>The Picture Bride</i> and <i>The Consultant</i> .
Children aged 6–12 and their parents	A family audience seeking meaningful, beautifully illustrated books with emotional and cultural richness — fairy tales, folk motifs, stories about friendship and acceptance.

MIF uses a 360-degree marketing approach to launch and sustain Korean books:

- Newsletters reaching 1+ million subscribers
- Social media campaigns with 1.5 million followers
- Dedicated blog with 1.4 million monthly views
- Collaborations with 3,000+ bloggers and influencers
- Partnerships with retailers and marketplaces (Chitai-Gorod, OZON, Wildberries)
- Online and offline events — lectures, public talks, presentations for bloggers and journalists

Each campaign is tailor-made for the book, combining:

- Creative social media content
- Articles published on our blog and external media platforms
- Collaborations with book bloggers and influencers
- Cross-promotions with brands and stores

Our Korean books are often selected as “Book of the Month” or “Series of the Month” in bookstores and receive priority placement on shelves, which in turn boosts sales.

MIF has also taken a long-term strategic step by launching its own lecture series called “The Korea Phenomenon ([https://www.mann-ivanov-ferber.ru/courses/southkorea/?srsltid=AfmBOor8LFDj\\_KElh8a6SwnKH4XOQr2jJ3VStAkTrLoevzedfXjDOKVV](https://www.mann-ivanov-ferber.ru/courses/southkorea/?srsltid=AfmBOor8LFDj_KElh8a6SwnKH4XOQr2jJ3VStAkTrLoevzedfXjDOKVV)).” This is a series of online lectures and expert-led discussions dedicated to Korean culture, society, and the arts. The series is hosted by an invited speaker with deep firsthand experience of living and working in Seoul.

The lectures attract a diverse audience — some are curious about Korea after watching K-dramas, others have been inspired by MIF’s Korean titles. While not directly tied to promoting any one book, this project significantly strengthens the publisher’s brand: MIF positions itself as a cultural guide to Korea, building credibility and trust among its readers.

Each lecture is accompanied by recommended readings, often drawing from MIF’s Korean nonfiction and fiction titles. This initiative aims to cultivate a growing community of culturally engaged readers who not only consume books but also actively explore the broader context of Korean society, history, and art.

## What's Next?

We are actively expanding our Korean catalog and keeping a close eye on new voices, genres, and formats emerging from the Korean publishing scene. At MIF, we believe Korean books are not a fleeting trend — they're here to stay. With their emotional depth and fresh perspectives in both fiction and non-fiction, Korean titles continue to inspire, comfort, and challenge readers across Russia.

Above all, we see books as one of the most human and meaningful forms of cultural dialogue between countries, and we're proud to be part of this ongoing conversation.

## ONE-LINER QUOTES

## Suffering and Romance: Two Things Korea and Taiwan Share

Picks of a foreign journalist living in Korea

Written by Wu Pei Ju (Taiwanese journalist and the manager of “Echo Islands,” an online bookstore in Korea)

Wu Pei Ju (吳珮如) is a freelance journalist based in Korea, and has written for newspapers and magazines in Taiwan and Hong Kong. She also runs the Korean literature podcast “Jeongyeol Hanbando” and the online Korean bookstore “Echo Islands” for readers in Chinese-speaking countries. She has translated *Rest Area* (Taiwanese edition).



*Beyond Death, Beyond the Dark Era*

Hwang Sok-Yong; Lee Jae-Ui; Jeon Yong-Ho, Changbi Publishers

We saw it. We saw with our own two eyes a man  
being dragged like a dog to his death.  
And yet, not a single line could be written  
in the newspapers.

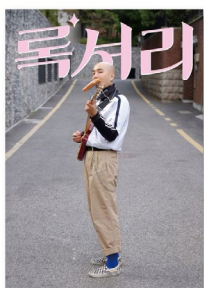


Around the time the Dec. 3 martial law was declared, I was editing and proofreading the Taiwanese edition of *Beyond Death, Beyond the Dark Era* (Changbi Publishers). It was hard to imagine the scenes in the book becoming reality, but they soon did. History is often distorted if it is not recorded. In this book, Hwang and two other authors recount the greed of the military dictatorship, the brutality of the soldiers, and the resistance of the people based on the testimonies of eye-witnesses, survivors, and bereaved families of the Gwangju Uprising of May 18, 1945. It has left a sketch of today's Korean society. The statements come to life even more eerily because they are given as "testimonies" rather than sentences.

"We saw it. We saw with our own two eyes a man being dragged like a dog to his death. And yet, not a single line could be written in the newspapers. And, thus, we put the pen down with embarrassment."

The first edition of the book came out in 1985, but when the Taiwanese edition was published in January of this year, the chaotic events in Korea shocked Taiwanese readers. The Gwangju Uprising had become increasingly known in Taiwan through movies and dramas, as well as Han Kang's novel *Human Acts* (Changbin Publishers), but a documentary-style book like *Beyond Death and Beyond the Dark Era* was an additional shock. Many

readers commented that it “brought back memories of Taiwan’s White Terror period and 38 years of martial law,” and that Korea’s democratization process is strikingly similar to Taiwan’s. Facing the truth of history is painful, but it gives us the strength to move forward. I cried many times while reading this book, and in the process, I was reminded of the shared historical pain that Taiwan and Korea share. The Taiwanese version of the book, *April 3, 19470301-19540921: Breaking the Long Silence* (Hye-hwa 1117), was also published. I think it is significant for a democratic society that both books came out at about the same time this year.



*Rock'xury*  
Hyeon Young-Seok, Just Storage Press



Nothing in this world is useless.  
Everything matters.

It’s time to talk about “romance.” The book I want to introduce next is an independent magazine titled *Rock'xury* (Just Storage Press). After the first issue in 2012, a total of five issues were published irregularly until 2016, and then it went out of print. However, last year, Just Storage Press, an independent publishing company, released the compilation of the first issue, the previous five issues, and the newly added sixth issue as a new book.

This book presents a whole new humorous and romantic attitude to life, which the author refers to as, “how a poor man enjoys the present.” For example, it offers a variety of imaginative ideas, such as how to bake pork belly in an abandoned house, live for a week on 10,000 won, a 3,000-won cooking contest, and how to make fancy shaved ice from cheap ice cream. These wacky and quirky contents captivate readers with their unconventional vibrancy and keep them turning the pages.

It also wittily parodies various luxury ads and brand images. For example, it turns BALENCIAGA into “BALENCIAGANG,” the IKEA catalog into a guide to park exercise machines, and Instagram feeds into snapshots of unrefined everyday life. The magazine’s title, *Rock’xury*, combines the words “rock” and “luxury,” and uses the rock spirit to confront modern society’s extreme divide between rich and poor.

This kind of romance, in turn, reflects the poor reality of the young generation. Low income, high prices, and a severe gap between the rich and poor are problems shared by the MZ generation in Korea and Taiwan. Perhaps one hint to the question, “Can you live well without money?” can be found in this book. A sentence from the first interview in the book, “Rock’xury Interview,” struck me the most:

“Nothing in this world is useless. Everything matters.”

This is a simple phrase I think I have heard before, but it took on a new meaning when I saw it again in *Rock'xury*. You don't have to rush to define whether you are useful or not, because there are moments in life when you realize how valuable you are.

## KNOWLEDGE

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# Your Good Sense of Backing in Good Books

Based on the example of online bookstore Aladin

Written by Kim Hyo-Seon  
(MD of Korean fiction and poetry department at Aladin)

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### Why “Book Fund”?

Online bookstore Aladin (<https://aladin.co.kr/>)’s Book Fund program was first launched in 2012. The initial program allowed accounts to back up to 50,000 won to fund publishing projects. Publishers benefited by being able to raise money for pre-publication production costs, customers benefited by being able to earn up to 130% of their support back as bookstore credit if the book they funded became an overall bestseller, and booksellers benefited by being able to build an early audience of avid readers willing to support in upcoming titles. However, this design could not have a direct influence on the success of the book after publication, as it did not directly link the Book Fund

to actual purchases of the book.

In 2022, the web novel *Return of the Blossoming Blade* (Luff Media)(<https://tumblrbug.com/hsgghbooks1>) was widely publicized in the media for its book funding on the crowdfunding platform Tumblr, where it reached 3,202% of its goal (<https://www.bloter.net/news/articleView.html?idxno=47018>) with 23,888 backers. Typically, funding requires a two-month wait between the backing and delivery. The presence of enthusiastic fans who are willing to wait this long is what creates buzz and convinces other readers. The support of those passionate fans can help ensure that a title makes a successful landing in the market.

In 2018, bookstore Aladin's Book Fund (<https://aladin.co.kr/m/BookFund/Main.aspx>) was revamped into a full-fledged crowdfunding program. The current Book Fund is designed as follows.

- 1) Funding backers make supports by making pre-purchases of books and merchandise.
- 2) Backers can purchase books and funding merchandise together and receive additional mileage reimbursement depending on the progress of the target amount.
- 3) Backers can put their name on the first printing, postcards, and the like if they wish, and record their name on the book's product page.

With the revamp in 2018, Aladin’s Book Fund introduced four titles to the world. The first book, *97 Times of Spring, Summer, Fall, and Winter*, a compilation of 30 years of journals written by Lee Ok-Nam, a woman born in 1922 in Yangyang, Gangwon Province, who learned to write later in life after farming and raising children, reached 506% of its funding target and received 50 supportive comments on the Book Fund page. The comments from supporters are still up on the book’s product page (<http://aladin.kr/p/WK1y5>). Fans who participated in the Book Fund for *Devotion*, a book about her writing by Patti Smith, the musician who endeared herself to Korean readers with *Just Kids*, were rewarded with a set of a pin badge and a wappen badge that proves they were early funders.

#### Four titles introduced first in the second Book Fund by Aladin (2018)

Title	Publisher	Field	Merchandise	Funded amount (won)	Goal achievement rate	Number of supportive comments
<i>97 Times of Spring, Summer, Fall, and Winter</i>	Yangchul book	Non-fiction	Glass jug	7,593,100	506%	50
<i>Let’s Read Capital Again</i>	Thousand Years of Imagination	Humanities	Eco bag	33,541,890	335%	40
<i>A Guide for Hitchhikers on a Real Space Odyssey</i>	Chaek sesang	Science	Hand towel	5,730,000	573%	25
<i>Devotion</i>	Maum sanchaek	Art	Pin badge + wappen badge set	3,730,500	373%	17

## The good sense of backing in good books

According to statistics released by the Korean Publishers Association ([https://member.kpa21.or.kr/kpa\\_bbs/2024%eb%85%84-%ec%b6%9c%ed%8c%90%ec%8b%9c%ec%9e%a5-%ed%86%b5%ea%b3%84%eb%b3%b4%ea%b3%a0%ec%84%9c-%eb%b0%9c%ea%b0%84/](https://member.kpa21.or.kr/kpa_bbs/2024%eb%85%84-%ec%b6%9c%ed%8c%90%ec%8b%9c%ec%9e%a5-%ed%86%b5%ea%b3%84%eb%b3%b4%ea%b3%a0%ec%84%9c-%eb%b0%9c%ea%b0%84/)) in 2024, the 71 publishers that disclosed their sales totaled approximately 4.89 trillion won, a decrease of 0.1% (approximately 5.2 billion won) from the previous year. The difficulties in the publishing market are highlighted by the fact that the overall market size shrank in 2024 despite the increase in sales of Changbi Publishers (67.6% year-on-year increase in sales) and Munhakdongne Publishing (43.6% year-on-year increase in sales), which published books by Nobel Prize-winning author Han Kang.

Publishers and readers alike know that the Korean publishing market is struggling to thrive. To address the reality of new releases disappearing quickly from shelves, publishers are turning to pre-publication crowdfunding as one solution. Readers respond to publisher initiatives by participating in crowdfunding campaigns for books they want to read, even before they are published. Beyond the practical benefits gained through funding, such as early delivery or exclusive rewards, participating in crowdfunding also adds a sense of support and anticipation for the book, which readers back in with the hope of receiving books they can't get elsewhere, with no customer reviews of this book.

Aladin runs Book Funds with the catchphrase, “The Good Sense of Backing Good Books.” Just as everyone has their favorite books, the MD responsible for promotions has their own criteria for what makes a good book. With the idea of selecting books that can inspire change, make you feel good, expand your thoughts, or shape your attitude, they try to introduce these books to readers through the Book Fund as much as possible. Readers’ eyes are drawn to books that they like, and to books that they think are good. The aspirational heart discovers books with a sharp concept. For example, the SF anthology, *Topia: Short Story Collection Set* (Yoda Books), by Kwak Jae-Sik, Kim Cho-Yeop, and others, which depicts utopia and dystopia through scientific imagination, raised 11,641,500 won, and the queer fiction anthology, *There’s No One But You, Sis* (QQ Books), by Chung Se-Rang, Han Jung-Hyeon, and others, raised 14,497,140 won. Another anthology about books and bookstores, *Trapped In Books* (Gufic Publishing), by Song Kyung-Ah and Cheon Seon-Ran, raised 5,201,420 won.

Kim Cho-Yeop’s first short story collection, *If We Cannot Move at the Speed of Light* (EAST-ASIA Publishing), met readers first through Aladin’s Book Fund as part of the pre-launch promotion for its selection as the “First Book in Summer” at the Seoul International Book Fair (SIBF) in June 2019. In anticipation of the first book by a new author, a science major who won both the grand prize and honorable mention in the short- to mid-length story category at the 2nd Korean Science and Literature Award,

193 Book Fund backers chose the title. The book went further with the support of readers. The book, *If We Cannot Move at the Speed of Light*, sold 100,000 copies in its first year of publication and has reached nearly 400,000 Korean readers to date. The book was exported to more than 10 countries, including Harper Collins in the US, and won both the Galaxy and Nebula Awards, two of China's top SF literary awards.

좋은 책에 투자하는 당신의 안목  
**북펀드**

▶ [진행 중인 펀딩만 보기](#)      ▶ [펀딩 내역 조회](#)

**<에피소드 클래식>**



**오늘마감**  
2,719,600원 110권 펀딩

100자평 작성하면 추가 마일리지 2% 적립 [쓰기](#)

펀딩마감 2025-05-09    출간예정 2025-05-22  
목표금액 1,000,000원  
2025-04-18에 목표 금액을 달성했습니다.

**<패션은 무엇을 할 수 있는가>**



**오늘마감**  
1,346,400원 68권 펀딩

100자평 작성하면 추가 마일리지 1% 적립 [쓰기](#)

펀딩마감 2025-05-09    출간예정 2025-05-26  
목표금액 1,000,000원  
2025-05-01에 목표 금액을 달성했습니다.

**<퀴어 디플로머시>**



**펀딩 중**  
16,443,000원 435권 펀딩

펀딩마감 2025-05-11    출간예정 2025-05-26  
목표금액 2,000,000원  
2025-04-15에 목표 금액을 달성했습니다.

Book Fund page on Aladin

Book Funds are the perfect outlet for revisiting books that are too good to let pass. To mark the fifth anniversary of the passing of poet Heo Soo-Kyung (1964-2018), author of *The House I Go Alone* (Moonji Publications), published in 1992, 215 readers supported *How Many Things There Were in the Light That Couldn't Be Done* (Moonji Publications), an anthology in which 56 poets hand-picked poems by Heo Soo-Kyung that they would

recommend. Printed on the front and back of the book, these readers' names wrap around the poets' poems.

The *Korean Women's Literature Collection* (Minumsa Publishing Group), a monumental research project by the Women's Literary History Society that begins with Kim Myung-Soon, Korea's first female modern novelist in the 1900s and continues with Han Kang in the 1990s, was also introduced through a Book Fund. By raising 28,046,400 won, more than nine times its goal, readers responded to the passion of researchers who have been charting the genealogy of Korean women's literature since 2012. Another book, *I Pour, Pour My Heart Into It* (Pinned Books)(<https://www.aladin.co.kr/m/bookfund/view.aspx?pid=2449>), a short story collection by Kim Myung-Soon to commemorate the 100th anniversary of the publication of the collection *The Fruit of Life*, was also published in May 2025, in response to the readers' choice.

<p>전체 북펀드</p> <p>허수경 타계 5주기, 시인의 자취를 따라 걷는 56인의 발자국</p> <p>『<b>빛 속에서 이룰 수 없는 일은 얼마나 많았던가</b>』</p>  <p><b>3,487,500</b> 원, 215권 펀딩 / 목표 금액 2,000,000 원</p>	<p>전체 북펀드</p> <p>시인 박소란 엮음, 배우 옥자연 추천 김명순의 뜨거운 문장, 거대한 사랑</p> <p>소설집 &lt;<b>내 마음을 쏟지요 쏟지요</b>&gt;</p>  <p><b>1,722,600</b> 원, 87권 펀딩 / 목표 금액 2,000,000 원</p> <p>펀딩 중 (마감 2025-05-18, 출간예정 2025-05-23)</p> <p>* 본 북펀드는 출판사 요청에 따라 출판사 주관하에 진행됩니다.</p>
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The funding pages of  
*How Many Things There Were in Light That Couldn't Be Done* and *I Pour, Pour My Heart Into It*

## Hoping for a sustainable ecosystem

Aladin’s Book Fund, which featured 12 titles in 2018, introduced 279 titles in 2024. All three of Korea’s so-called big online bookstores now have a funding system, with Yes 24 launching a book funding service in July 2021 and online Kyobo Book Centre starting a book funding service in September 2024. Just as bookstores can choose which books to promote in light of “Your Good Sense of Backing Good Books,” publishers can also choose which platforms to use, which has resulted in an increase in the absolute number of funded books, making it difficult for each funding to stand out. The market in 2025 is a different picture from the one in 2018, when 50 supportive comments greeted Lee Ok-Nam’s first book. Some readers of genre fiction are selecting and deciding on titles that don’t need to rely on funding on the basis of “popular titles” published by “big companies” that are guaranteed to sell, and they are not happy to see these titles introduced in the form of crowdfunding.

Number of Book Funds raised on Aladin by year

Year	Number of funds
2018	12
2019	21
2020	43
2021	64
2022	63
2023	185
2024	279

Our peers, the people who sell books in Korea, have been walking through the narrow tunnel in creative ways. Will we find the answer? What we should trust is the discerning eye of readers. The market will continue to open tomorrow as we keep walking down that same path.

## KOREAN PUBLISHERS

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### Window of Times

Pierce like a spear, reflect like a window, or sing like a singer



The logo of publishing house Window of Times

Why do you make books? Every publisher will have a different answer to this question. Yet, every answer has its own value, and our lives are thus enriched. The publisher Window of Times continues to release books about beings and lives that we are familiar with, but know little about. From Marx to Chomsky, from farmers to convenience store part-timers, it delves deeply and uncomplicatedly into the stories of those we mistake for too distant or too familiar - to make books as a spear, window, or a

song (창 in the publisher's Korean name, "시대의창," can be used in three different ways) to the world.

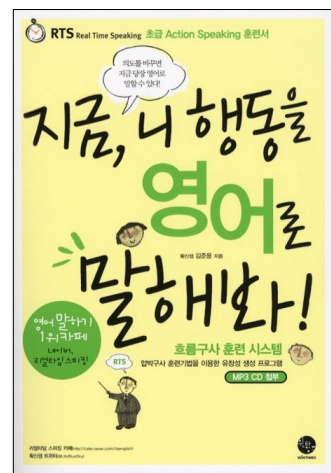
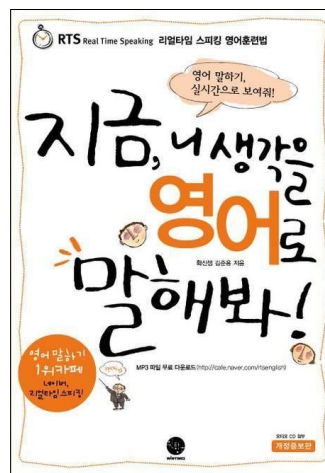
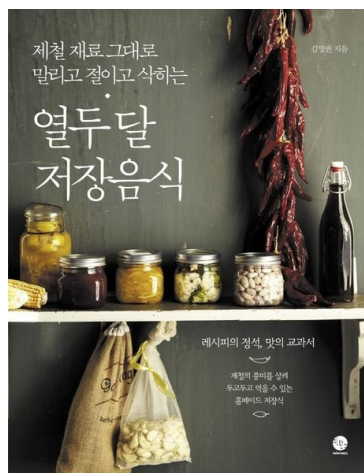
It's a pleasure to have you with us on *K-Book Trends*. Please introduce to our international readers the publishing house along with the meaning of the company's name.

Founded in September 1999, Window of Times has published more than 400 titles since then. In the early years, the company mainly published books in the field of economics and business. However, in 2002, the company expanded its horizons into the politics and social sciences fields with the publication of Professor Noam Chomsky's interview collection *Chomsky: Who and What Rules the World* (original French title: Deux heures de lucidite). As this book remained popular with Korean readers, Window of Times has continued to publish translations of Professor Chomsky's works. We have also published *Stability with Growth* with a foreword by Joseph E. Stiglitz, Peter Singer's *How Are We To Live?*, Richard Francis Burton's edition of *The Thousand and One Nights*, E. K. Hunt's *History of Economic Thought*, and a series of biographies of modern and contemporary Korean figures and cartoon biographies of presidents Park Chung-hee, Chun Doo-hwan, and Kim Dae-jung. We are also striving to cultivate young writers. The politics and social sciences fields are not very popular genres in Korea, so it is not easy to find young writers. However, there are writers who

are quietly walking their paths in the world without being seen. Window of Times endeavors to publish books that reveal the true face of the world and make readers think about the meaning of life, through their writings.

Meanwhile, we have a how-to book brand, WINTIMES. It publishes books across fields such as language, food, hobbies, and pets. Some of our best-selling titles include *Seasonal Food Preservation: A Twelve-Month Guide*, *It's an Artisan Burger*, *Tell Me What You're Thinking in English Right Now*, and *Tell Me What You're Doing in English Right Now*.

As a “spear that pierces the world, a window that reflects the world, and a song that sings the world,” Window of Times will publish good books for the betterment of the world with persistence and passion, not only in our traditional fields of focus, but also across the humanities disciplines, including literature, history, and philosophy.



*Seasonal Food Preservation: A Twelve-Month Guide; Tell Me What You're Thinking in English Right Now; Tell Me What You're Doing in English Right Now*

Since being founded in 1999, the company has established itself in the fields of humanities, politics, and social sciences. Could you tell us what the secret is?

We believe that publishing begins with an interest in our society. As we are interested, we are inevitably drawn to the underlying elements of society: people, relationships, culture, politics, history, and philosophy. As we continue to pay attention to these elements, we naturally got opportunities to connect with people (authors) who are related to each of them. These opportunities led to connections, which again, led to opportunities. These seemingly separate but closely intertwined elements led to opportunities and connections that spanned the fields of humanities, politics, and society, which in turn led to the publication of books. Good authors we met along the way created good books, and those good books attracted other good authors. At the root of it all, we believe that there is trust in books and authors.

Over time, it was the trust among authors, booksellers, and readers that “Window of Times publishes good books” that gave us the power to keep going. Above all, the interest and affection of readers also supported us in continuing to publish books. To sum up, we think that the interest as a publisher, the virtuous cycle, and the trust between publishing entities are the direction that Window of Times has been pursuing and the strength that has made Window of Times what it is today.

Window of Times has consistently published critical biographies of modern and contemporary Korean figures. Why do you continue to write critical biographies of people when it takes so much time and effort?

To be honest, we haven't published many critical biographies lately. However, Window of Times hasn't lost interest in the historical figures that have made Korea what it is today. There are many so-called "greats" in history, from the very old to the very recent. Rather than the often mentioned or well-known figures, Window of Times tries to introduce readers to lesser known or unrecognized figures from the near past. Although there is no set standard, if each publisher had a role, we believe that it is the job of the Window of Times to discover and publicize such figures.

We are particularly interested in historical figures because they are the roots of what Korean society is today. We believe that they are the ones who point us in the direction we need to go in this complex modern society with its many problems. We hope that by following in the footsteps of those who lived before us, many readers will be able to find their own coordinates, just as a faint but shining star points the way for us.

Could you tell us about some of those critical biographies that are particularly meaningful to Window of Times?

First of all, we would like to introduce *Kim Won-Bong: A Critical Biography*. This is a book written by Kim Sam-Woong, a former

journalist who also served as the president of the Independence Hall of Korea. There have been many independence fighters throughout the history of Korea's independence. However, only a few are known through history books or media. Kim Won-Bong is one of them. When the first edition of the book was published in 2008, Kim was a complete stranger to the general public. The book was released to a lukewarm reception from readers and the media. Fast forward a few years to 2015, the movie "Assassination" was released, and it was watched by 10 million viewers. One of the characters in the movie was Kim Won-Bong. Perhaps thanks to the excellent performance of the actor who played the role, he was soon recognized by the general public as a compelling character. Because of this, *Kim Won-Bong: A Critical Biography* was able to emerge from its longtime status as an "unknown book" and make it onto the shelves of major bookstores. Though it wasn't a so-called "smash hit," it certainly made a brief "comeback" with readers' love. For Window of Times, we were very grateful to see a book that had been a sore thumb have a moment in the sun.

The second book we would like to introduce is *Ahn Jung-Geun: A Critical Biography*. This book was also written by Kim Sam-Woong. Ahn Jung-Geun is a Korean independence activist that most Koreans are familiar with. However, Korea's critical biography market is not very appealing to adult readers - even Ahn Jung-Geun could not evade the market's unfavorable conditions. In the early days of its publication, it received a

“flash” selection of readers, but it was left stuck in the back of the warehouse for a long time. Then, a major cultural foundation of a large enterprise started using the book almost every year since 2018 for independence-related foundation events. Thanks to this, *Ahn Jung-Geun: A Critical Biography* has become a book that is constantly produced in small quantities every year.



*Kim Won-Bong: A Critical Biography; Ahn Jung-Geun: A Critical Biography*

Although we have introduced two books, most of the critical biographies we publish are “sore thumbs.” Publishing a biography in Korea is a difficult business. The market size is far too small for the effort and expense of producing one book. However, there are times when unexpected interest and socio-cultural issues keep these books from going out of print.

The *Marx* series, which starts with the title *Even Monkeys Can Understand*, is also an iconic title of Window of Times. Could you tell us a little about how it came about, especially the process of coming up with the title?

The *Even Monkey Can Understand* series is the “Marx Series” by author Im Seung-Su. Starting with *Capital: Even Monkeys Can Understand* in 2008, there are three volumes in the series as of today: *Marxist Philosophy: Even Monkeys Can Understand*, published in 2010, and *The Communist Manifesto: Even Monkeys Can Understand*, published in 2018.

Until the 1990s, there used to be a must-read Marxist philosophy book among Korean university students titled *Philosophical Essay*. At that time, there was a significant number of leftist student movements in Korea, the so-called “activists.” For them, the book was a compulsory read. Since Marxist philosophy was excluded from Korean public education, students were introduced to Marxist philosophy by reading that book upon entering university.

However, following democratization, a new wave of neoliberalism flew into Korea as the country underwent the Asian Financial Crisis. The world has changed rapidly to match the speed of capital. In order to survive in the midst of this, it was necessary to have a clear understanding of “capitalism.” A book about the capitalist theory, which analyzes capitalism from its roots, was the right book for this. However, because it was too

difficult to introduce it straight to the general public, we needed a process to help them “digest” it. This is something that Im Seung-Su excelled at. From esoteric content to complex formulas, Im’s lecture-style writing style made the book easy to understand for anyone who reads it.



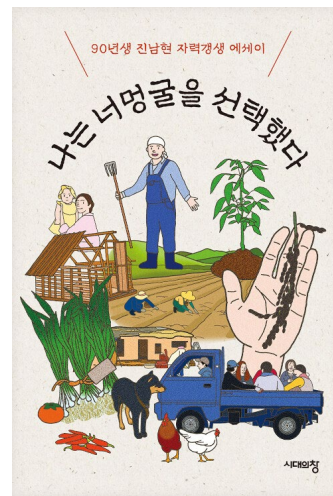
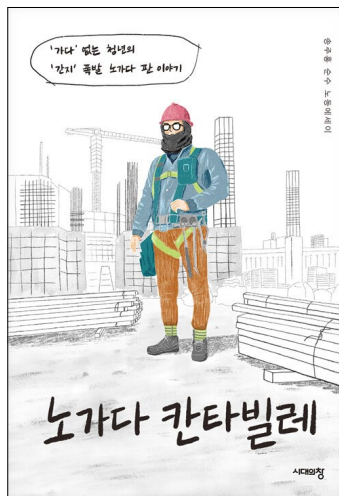
*Capital: Even Monkeys Can Understand; Marxist Philosophy: Even Monkeys Can Understand; The Communist Manifesto: Even Monkeys Can Understand*

The most challenging thing when deciding the title was the “even monkeys can understand” part, which appears in the title of the series. We all debated whether it was appropriate to include monkeys in the title in this context, because we were worried that it would somehow imply some sort of “animal derogation.” We discussed it several times, but we decided to keep it as it was, in the hope that readers would understand. Upon publication, the series went on to become a bestseller.

There are a lot of books about real-life scenes, like convenience stores, construction sites, animal farms, and hospitals. Could you tell us a little about how you find writers who capture the lives of familiar yet unfamiliar people?

Discovering authors is one of the most challenging tasks for publishers. So-called big-name authors are often booked up, or don't fit other conditions, such as cost or the topic of the book. As for unknown writers, we don't know where they are out there. That's why we scour newspapers and broadcasts, as well as YouTube, Social Media, magazines, and blogs whenever we have time. We also search for keywords and look at articles on the internet with fewer visits or subscribers. Sometimes, we get lucky and find a good writer.

The best examples are Song Ju-Hong, who wrote the book, *Nogada Cantabile*, which is about “*nogada*” (a slang term referring to working at construction sites), and Jin Nam-Hyun, who randomly chose to become a farmer and wrote *I Chose the Valley Over the Village*. While quietly leading their lives, they left traces of their writings here and there; we followed those traces to meet them, and after long talks, long writing, and long revisions, we were able to produce books that brought their unfamiliar lives to readers in a compassionate light.



*Nogada Cantabile; I Chose the Valley Over the Village*

Manuscript submissions are another important route to discovering writers. We receive dozens of manuscripts from prospective writers in our inbox every day, and sometimes we find a valuable life story, or an important story about society. And, good writers lead to good writers. There are times when we are introduced to an unknown writer by a writer or someone we know. In fact, discovering writers often seems to be a kind of “luck.” They don’t come to you just because you reach out to them, but if you look back at the path you have taken and stay on it, you can seemingly run into a “writer” anywhere along the way.

Window of Times tells the story of our society through the lives of a wide range of people in a variety of fields. What does all this work mean to the company and readers?

Actually, Window of Times’ main publishing area is “politics and social sciences,” which are not very popular in Korea. You

can see how books in this area are treated just by looking at the location of the shelves in large bookstores. For this reason, Window of Times' readers are very precious to us. We believe that the readers who reach out to the politics and social sciences fields among the countless reading population are those who are concerned about today's society and hope for tomorrow. We are convinced that these readers know the meaning of living together and courtesy towards human beings. They are the source of the strength that has enabled Window of Times to publish books until now. If you think of the publishing process of Window of Times as a process of water from the valley flowing out to the vast ocean, then we believe that our readers are the ones who accompany us on the journey to the ocean.

We know that translations of Noam Chomsky's works have also played a significant role in getting Window of Times' name out there. Could you tell us about your criteria for selecting foreign books and authors?

We approach foreign books a little differently than we do with Korean books. For them, we select books that have already been published or are about to be published, so we already know a lot of information about the book's content, author, and sales in the country. Based on this information, Window of Times searches for news in the fields of humanities, history, politics, and social sciences, which are our main interests. We are primarily focused on long-term and persistent issues, rather than current events or

short-term issues. For authors, we prefer those with expertise in their field. However, we avoid big-name authors because they are often expensive to work with.

Books by authors previously published by Window of Times are especially carefully reviewed; in the case of Noam Chomsky, we keep an eye out for new books whenever they come out, as he has been a major influence on Window of Times' direction and identity as a publisher. Even as I am writing this interview, I am editing a book by Chomsky.

Please tell us about your efforts to reach more readers. A story about a memorable reader is also good.

As everyone says, communicating with readers is important. In the past, we used to interact with readers through major publishing events, such as book fairs, book concerts, and lectures. While this still works, we have recently been focusing more on communication through other means, such as Social Media.

There is one reader who particularly stands out in my mind - a fan of an author who consistently came to each of our book concerts. Not only had the fan read all of the author's books, but also participated in the author's lecture activities almost as a staff member. This made us think, "Wow, the genre of humanities can have such an enthusiastic fan," just like they do in K-pop. There's also a person who is very meticulous about correcting errors in

books. We had a lot of fun communicating with that person via email about Korean grammar.

Could you recommend any books that you think would help international readers understand Korean society?

Three books by Han Seung-Tae are perfect for understanding Korean society. After making his debut with *The Human Condition* in 2013 (revised and published as *Queening* in 2024), Han followed it up with *Born as Meat* in 2018 and *The Extinction of Some Verbs* in 2024.



*Queening; Born as Meat; The Extinction of Some Verbs*

All three books bear the distinctive characteristics of author Han Seung-Tae. Han has established himself as a reportage writer who writes about his experiences working on the margins of society. Uniquely, he doesn't work to write books, but rather writes about what he did for a living. While there may be a

certain amount of “subconscious planning,” it’s more often the case that he writes about what he did for a living, rather than tailoring his work to a specific topic. This characteristic enables him to reveal the underbelly of Korean society. That’s why readers are able to relate strongly and be deeply moved. He is also very good at using black humor, so even though the content might be serious and sad, there are scenes throughout the book that make you laugh out loud.

*Queenings* is based on the author’s notes while working on a crab boat, a pig farm, a greenhouse, a convenience store, a gas station, and an auto parts factory in his 20s. It’s a stark account of the realities of each occupational setting. *Born as Meat* is sometimes mistaken for a “vegetarian” book, but it’s really a story about the realities of farming animals for food, and the boundaries between humans and animals. It raises questions about what separates animals that sweat from those that are considered delicious, and what it truly means to be human.

*The Extinction of Some Verbs* is his latest book about four jobs that many reports have predicted will soon disappear with the development of artificial intelligence. By replacing the four jobs of call center receptionist, warehouse loader and unloader, buffet kitchen staff, and building cleaner with the verbs to call, carry, cook, and clean, respectively, the book captures the present-day landscape of these disappearing jobs. It makes you think about what it means for something to disappear.

We look forward to seeing Window of Times continue to tell the story of the lives of people we think we know well, but no one has actually known. Could you tell us about any plans for new books or future goals?

We are finalizing the book about Chomsky, which was mentioned in the previous question. We are about to publish *Chomsky & Mujica*, a conversation between Professor Chomsky, one of the world's most important intellectuals, and former president José Mujica of Uruguay, who has been called the world's poorest president. We are also preparing *The Survival Story of a Medical Student*, an account of a medical student's fieldwork in a hospital; *The Carpenter's Story*, in which a working carpenter talks about the work and life of a carpenter, through his tools; *The Story of the Red Cross*, told by an employee of the Korean Red Cross; and *Jeong Dong-Bun, Born in 1961*, by Song Ju-Hong, who builds houses by day and writes by night.

Window of Times will continue to publish books that capture different landscapes of life, as well as books that are essential to our society. We will also endeavor to create books that will always be by readers' sides.

## KOREAN AUTHORS

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### Professor Choe Jae-Chun

The world of an ecologist, in which all things are beautiful for being alive

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There are a number of people who argue that humans are inherently selfish and that life is a struggle of every man against every man. A growing number of people even recognize that it is wise to choose individual survival over coexistence. However, there is a biologist who believes that humans, and indeed all life, can never live alone. His observations over the years have given people great solace and hope. Through scientific evidence that we are, after all, “dependent beings.”



It's an honor to have you with us on *K-Book Trends*. Please say hello to our readers along with a brief introduction of yourself.

I have been spying on other animals all my life, running into the mountains, fields, oceans, and rivers to see what they are doing. I am also a scholar studying animal behavior or ecology. I currently teach at Ewha Womans University, and I co-founded the Biodiversity Foundation with Dr. Jane Goodall about 10 years ago and I am serving as its chairman. I'm Choe Jae-Chun.

You have written over 50 books and translated more than 20. How have you been able to write so many books that always resonate with so many people?

I have always made it a rule to get home before 6pm to be with my family, even on the weekends. This allowed me to spend

time with my kids before they went off to college, sitting next to them until 9pm and helping them with their studies. And, when it turned 9pm, I put them to bed, no matter what. And then, I worked on my book until 1am - and these days, until midnight. I could have three or four hours a day, just to myself. That's how I ended up writing so many books over the decades, both teaching and writing.

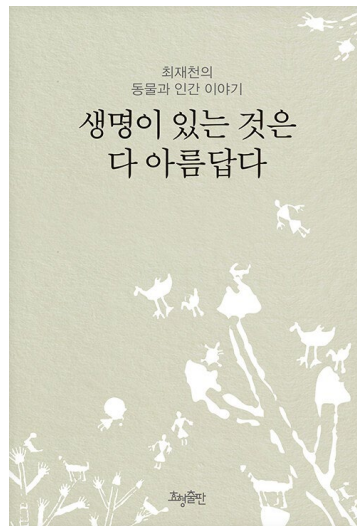
You say in your book that “every living being is beautiful.” Is there a reason that living things, or the pursuit of life, seemed particularly beautiful to you as a scholar observing living beings?

Perhaps because I was born in the year of the snake, it's weird, but everywhere I go in the woods, I'm greeted by snakes. A lot of people are scared and grossed out by snakes, but for me, they aren't terrifying. It's cool to pick one up and wrap it around your arm or around your neck. However, people are overly afraid of snakes because they don't know much about them.

Let me tell you another story. When I was at the Smithsonian Tropical Research Institute in Panama, there was a scorpion that roamed the cafeteria. One day, it came up to the table, and I fed it with a fork. A female student saw it and got very angry at me for doing something so inappropriate in public. A month or two later, the same girl was lying on her stomach on the floor of the cafeteria, feeding the scorpion something. The scorpion was carrying its young, and the girl turned to me and asked how

beautiful this act of motherhood was.

At that moment, I realized, “Oh, people are afraid and hateful because they don’t know.” I have spent my whole life in the jungle, seeing so many things that people are afraid and grossed out by, but when you get to know them deeply, they are all lovable. They have their own values, they are all beautiful creatures. I don’t think it’s right to label them as beautiful or ugly, or good for us or bad for us, from a human perspective. Now, how can I explain this to someone who is not a biologist? Well, it’s not an easy thing. That’s why, since then, I have been working hard on the “knowledge is love” idea and trying to help people learn more about nature.



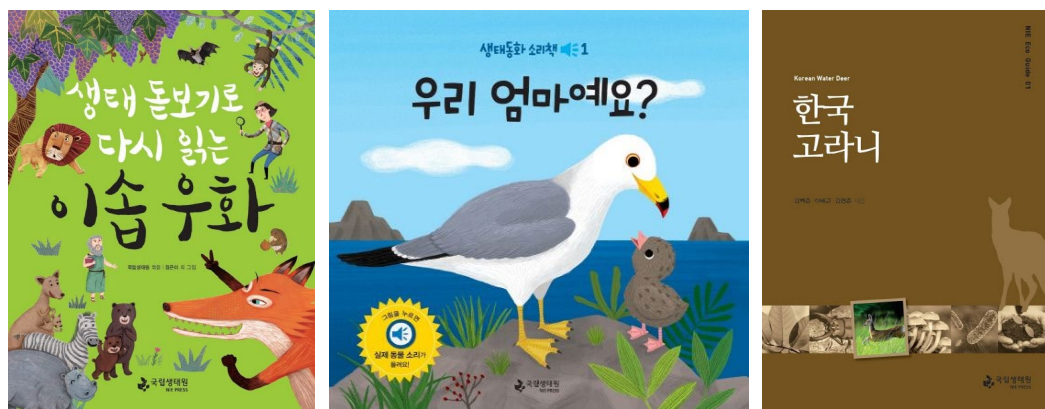
*Every Living Being is Beautiful* (Hyohyung Book)

When you served as the first director of the National Institute of Ecology, you organized the Children's Eco Library and the National Institute of Ecology Publishing Department to publish ecological books.

The library was more about the noise than the books. The lobby was so big that when kids were running around and screaming, it would echo and get really loud. When I was thinking about what to do about it, I realized that it would be nice to have a glass-walled library in the back of the lobby, because it was kind of a dead space anyway. I thought that if there were a library, kids would be interested in it instead of running around screaming. Once the library was built, I could see that I was right. More kids would head towards the library from the lobby when they saw the books on the shelves. It became less bustling, and parents would stop kids from talking by saying, "We are in the library." This was the most direct reason for the library.

For the publishing department, the idea came from the thought of "how about reading a book in the library about what we saw in the exhibition, and then going back to see the exhibition again?" We promoted this idea a lot, and I think the response was pretty good. It worked out quite well. In the meantime, we got all the books on nature that were available in Korea and filled them up - it was about two or three thousand books. Then, I thought, "Why don't we make our own books?" Another dream I had was to make a lot of books. I said, "If people in Korea reach for a book

from the National Institute of Ecology whenever they are curious about nature, then it is never going to fall out of business. Let's do it." We started with three members, and now we are a publishing house with many publications, even taking up a corner of the Seoul International Book Fair (SIBF). It's something I'm very proud of.



Books published by the publishing department when Choe was serving as a director at the National Institute of Ecology (*Aesop's Fables Re-read With an Ecological Magnifying Glass; Are You My Mom?; Korean Water Deer*)

Books are a medium that is more directly related to learning than any other. You have stressed the importance of constantly absorbing a wide range of knowledge through books. Why should one choose books over other mediums?

Books are one of the greatest inventions we humans have ever made. It's something that animals can never do, because biologists think that almost every animal in the world has the ability to learn, even flatworms like planaria. However, when it comes to learning, I always say, "Here's the difference between

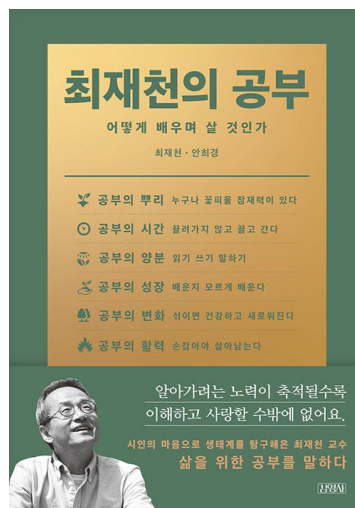
us, homo sapiens, and other animals: we are the animals that carry the starting line.” Other animals have to learn everything from scratch when they are born, but we invented the book, which allows someone to pass on what they have learned to someone else. Books have played a huge role in making homo sapiens the dominant species on the planet.

Also, I think there’s a definite difference in the taste and charm between digital media and paper books. With paper books, you can mark things up, put them away for a moment, and then go back to them again - and the information you input reinforces the learning. I think that happens on the internet, too, but in my experience, it’s much more often that it’s just skimmed over. There’s definitely a unique appeal to paper books, and I don’t think they will go extinct for that reason alone.

*When we read Choe Jae-Chun’s Study (Gimm-Young Publishing), we get the impression that your studies are going in so many different directions. What were your secrets to achieving world-class results?*

My friends from high school don’t remember me as being particularly good at studying, but now I’m considered one of the most intellectually brilliant people among my classmates. It’s kind of weird when you think about it, but one of my friends gave me a brilliant answer: “He just studied for a long time.” And, that was the answer. Studying isn’t something you do for a short period of time just to get into college. It’s not necessarily a

lifetime of studying with a book. It's any activity that helps you learn something new to survive, to make you more adaptable to your environment. Other animals do it, too. Efforts to find food quickly, that's all studying. But, we weirdly think of studying as something you do only for entrance exams. I wanted to break that idea somehow.



*Choe Jae-Chun's Study*

We believe that books for young adults, such as *The Table of Consilience* (Moving Study), *A Scientist's Study* (Moving Study), *Discourse* (Gimm-Young Publishing), and *Choe Jae-Chun's Hope Lesson* (Samtoh), are beloved by readers because they are imbued with your compassionate and caring mind. We wonder how you feel about the current trend of “I don't need to be nice to others in order to survive” as an ecologist.

I think it's actually changing a little bit lately. Of course, there's an unscrupulous mindset among people that goes, “I'm going

to get what's in front of me faster than anyone else, so that I can somehow survive in this challenging society.” However, a lot of the books that are coming out these days are actually explaining the opposite.

People look at Charles Darwin's struggle for survival and say, “You have to take down your opponents to survive,” or “There are only so many resources and so many people who want them, so competition is inevitable in this world.” There's nothing wrong with that, but I think readers just focused on the struggle part of Darwin's many stories and emphasized it to others, which led to a lot of people thinking that nature is a harsh place, a place where unforgiving laws are at work.

However, as scientists went out into nature in the last two or three decades and made objective observations, they found something unexpected: all the living things that were doing well were cooperating with other organisms. So, biologists who confirmed this started to make a conscience statement. Ten years ago, I wrote a book called *No Life Has Survived Alone* (Samtoh) as part of that confession. I think the way we look at nature is changing a lot now. We are not so nasty - we help each other every day in a relatively friendly way. Of course, when things get tough, we can do brutal things, but it's not always like that. I think people will slowly change their minds. I'm seeing a lot of books written by biologists being read lately, and I'm hopeful that we can teach people something new.



*The Table of Consilience; Discourse; No Life Has Survived Alone*

A growing number of youth say they have “nothing they want to do.” Challenging spirit and desire have long been words that symbolize youth - why is this happening?

I don't know if I have the ability to accurately determine the cause and effect, but I think it's natural. Animals learn things, too. But, other animals learn things because they need it right now. For example, when a chimpanzee's mom cracks a nut, she puts a stone underneath, and then puts the walnut or something on top of it. Then, she cracks it open with another stone. And, she doesn't really teach it to her baby, she just cracks her own, and then the baby learns by watching her. The first time the baby tries to crack a nut, it puts it on a round stone, not a flat one. The nut obviously rolls off, because it can't stay on the round stone. If it were a human mom, she would instantly get mad. Then, when she calms down, she'd explain it to the child in a gentle voice, or she'd give the child her rock. Or she'd crack it open instead

and feed it. However, a chimpanzee mom would never do any of those things. The child would just keep going through trial and error, and then one day, it just catches on.

I think humans are supposed to grow up in the same way: learn to read out of necessity and read books because it's fun. However, it seems to me that our young people become so tired of trying things out in this world where parents start preparing them at an early age to get into med school. The current lethargy and lack of interest in our children is our fault. The young animals I have observed, the children of homo sapiens, can have so much fun that the day goes by so quickly if they are left alone. Kids have the right to do so, and that's the environment they should be living in. But, it is us, the adults, that created this environment where they don't find it interesting. I think that's the most frustrating part.

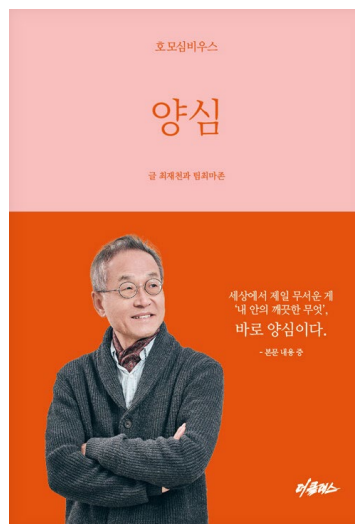
So, I went to a lot of middle school and high schools to tell kids about what I think. I told them, "Don't just roll around in your room effortlessly, this is something that you will have to work through, there's a limit to what parents can do for you," and "So please don't just cower in the corner, go for it, find out what you like to do, look around, explore, get your hands on it, do everything, and if you find something interesting, go find someone who does it, watch them do it, read books written by people who do it, keep looking, and one day you will find the one you want to do." If you take the pressure off, all the baby animals in the world will start playing around.



Earlier this year, you published *Conscience* (The Class), a book that takes a deeper look at seven of the controversial topics you addressed on your YouTube channel “Choe Jae-Chun’s Amazon (<https://www.youtube.com/@choemazon>).” What inspired you to write the book?

I have spent my whole life observing animals - and homo sapiens is an animal, too. I always observe the people around me. One of the things that struck me the hardest as I observed Korean society was that, at some point, there seemed to be too many people who were acting unconscionably by any standard. I began to think that, at some point, this was not right. While thinking about this for a long time, I was honored to receive an invitation from my alma mater, Seoul National University, to give the commencement address at their graduation ceremony. So, I chose the topic of “conscience.” I found other keywords around the word conscience, and they were “equity” and “fairness.”

In the speech, I said, “Too many of your seniors talk about fairness just in words,” and “Equity plus conscience equals fairness.” I urged them to pursue cordial and noble justice, not perfunctory fairness. I told them, “Turning a blind eye to those who benefit and those who don’t is only fair at best. There are too many cases where fair treatment is not fair to the socially disadvantaged; in such cases, if anyone should be more attentive and warm, it should be you, the most chosen students in Korea, students of Seoul National University.” The response was very good, so I took the courage to write a book. Of course, I don’t think a book can create a conscientious society, but I thought I could at least revive the word conscience, which I heard every day when I was a child.



*Conscience*

Last but not least, do you have any new books in the works or topics you would like to write about in the future?

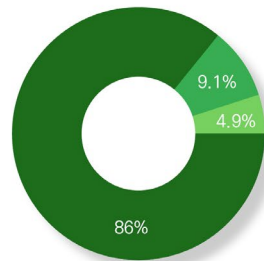
I have over 300 videos that I have made with my YouTube crew. I am thinking of picking out keywords from those and doing a book a year or so around them. My next book is going to be about “diversity,” because, as a society, we say that diversity is important, but in reality, it’s not. That’s something that I’m trying to shed some light on.

\* [Click here to watch the interview on YouTube](https://youtu.be/62aNmDzhldY)  
<https://youtu.be/62aNmDzhldY>

## IMAGE OF K-BOOK

Koreans' Soul Food: *Tteokbokki*

Q. What is the signature dish of K-Bunsik?



**No. 1**  
Tteokbokki  
**86%**



**No. 2**  
Gimbap  
**9.1%**



**No. 3**  
Ramyeon  
**4.9%**

*Tteokbokki*, which received a whopping 86% of the vote in the “What is the signature dish of K-Bunsik?” survey, is an iconic Korean *bunsik* (a generic term used to refer to inexpensive Korean dishes sold at small restaurants by the streetside) that blends tradition and modernity. The chewy rice cake with a spicy, sweet *gochujang* (red pepper paste) sauce is beloved by Koreans of all ages, and has permeated Korean life in many forms, from street stalls to franchised restaurants. Any K-drama fan will have seen it at least once. It may seem like a simple snack, but *tteokbokki* has evolved with the times. Since the first *gochujang tteokbokki* appeared in the 1950s, a wide variety of

flavors have been developed to appeal to younger generations, including *jajang* (black bean paste) *tteokbokki*, cheese *tteokbokki*, rosé *tteokbokki*, and cream *tteokbokki*. The combination with fries, *sundae* (a type of blood sausage), fish cakes, and more, is what makes *K-bunsik* so unique.



*Tteokbokki*, the soul food of Koreans

For Koreans, *tteokbokki* is more than just food – it's their soul food. Ask any Korean on the street, and they will have their own favorite *tteokbokki* place! Plus, they will tell you all about the fond memories that come with it. From the spicy taste of the first *tteokbokki* they ate at the market while holding their mom's hand, to the after-school memories of eating it while chatting with friends, to the warmth of the stalls on a rainy day - *tteokbokki* is a cultural symbol that stirs the emotions of Koreans and has become a natural part of their daily lives and sentiments. As a

result, there are many books about *tteokbokki*. From *I Want to Die but I Also Want to Eat Tteokppokki* (HEUN), which has been translated into many languages, to *From Your Tteokbokki* (Suo Books), a collection of short stories about *tteokbokki*, and various picture books and fairy tales, the book we want to introduce today is *Anyways, Tteokbokki* (Wego), a collection of short prose stories related to *tteokbokki*.



*Anyways, Tteokbokki*

Written by musician YOZOH, who is also a writer, owner of the Musa Books bookstore, and podcast host, *Anyways, Tteokbokki* is more than just an essay on food; it is a heartwarming look into her life through the lens of *tteokbokki*. The author, who says that *tteokbokki* is the food she ate the most after the food made by her mom and herself, uses *tteokbokki* to tell personal and universal stories of childhood memories, friendships, and everyday solace. Without trying to teach any big lessons or tell

any dramatic stories, *Anyways, Tteokbokki* is a book that reminds us how important the little daily moments are. The moments that we have probably all experienced at one time or another, combined with the author's delightful and compassionate language, give us a sense of comfort that says, "I'm not the only one who has felt this way." It's amazing how the way we take care of ourselves and console the world through *tteokbokki* can be so reassuring.

This is a book for not only those who love *tteokbokki*, but also for anyone who needs a little comfort. After reading it, you will be reminded of a plate of *tteokbokki*, and life will feel a little warmer. *Tteokbokki* has become popular around the world thanks to the K-food craze, and we don't think it's just because it tastes good – it's also because it embodies Korean emotions, culture, and memories! *Tteokbokki* is a language that represents Korea, a living food culture that is constantly changing and expanding. We hope that someday, at some point in your life, you, too, will find your "*tteokbokki* of life."

LET'S TRY

## A Guide to Generative AI Lessons That Work

Event

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

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

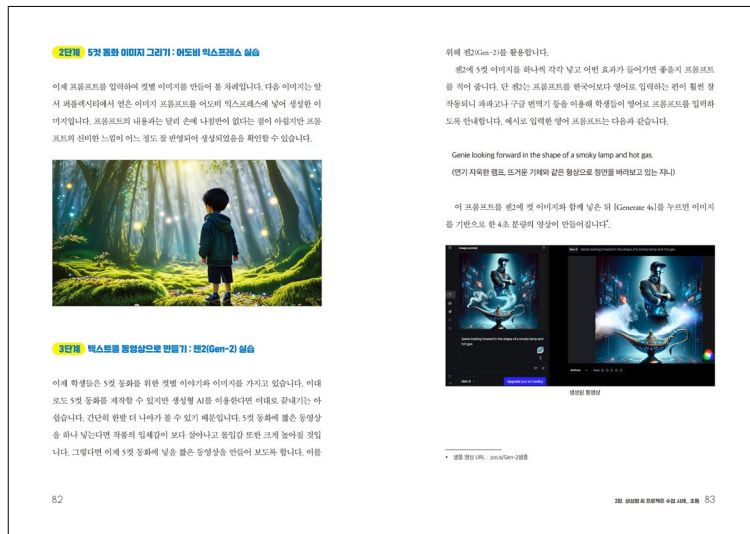
Simply click on the link below and make an entry to the event! Let's Try!

*Project Class Using Generative AI Starting With ChatGPT*

- Published by TekvilleEducation



Have you been struggling to get started with generative AI classes?  
 Check out this book that will guide  
 you along the way with hands-on projects!



The book, *Project Class Using Generative AI Starting With ChatGPT*, is a guidebook for designing classes, providing a clear answer to the question, “How should I use AI effectively in classrooms?” It goes beyond a simple introduction to

the features. It offers a wealth of real-life examples from elementary, middle, and high schools on how to design project-based lessons that can be applied immediately in the classroom. Generative AI is becoming increasingly important in educational contexts. Still, many teachers and parents find it challenging to figure out what tools to use and how to work with students on projects. This book will guide you through the need for AI education, how to use generative AI tools, and how to structure classes in steps.

Whether it's elementary school students learning about AI for the first time, middle school students who need a career-connected lesson, or high school students who want to foster both logical thinking and creativity, this book will inspire you with actionable classroom ideas with real-life examples customized for each grade level. Make AI classes both fun and meaningful with *Project Class Using Generative AI Starting With ChatGPT!*

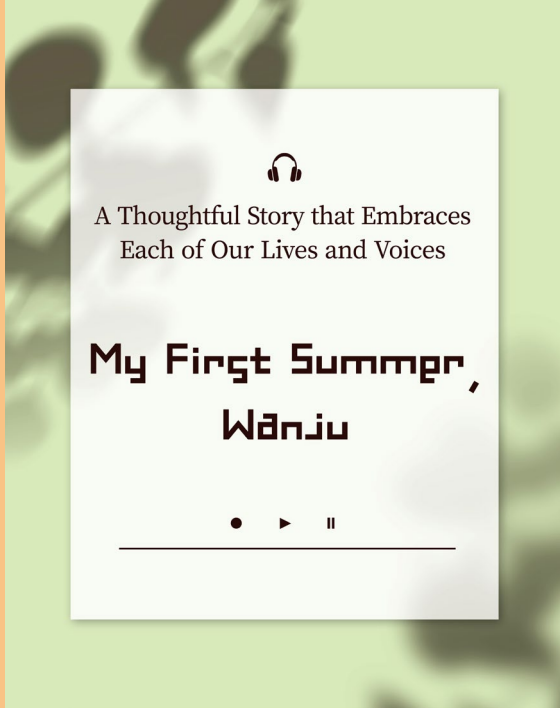
[Go To Article](https://www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1611&code=knowledge&category=67)

<https://www.kbook-eng.or.kr/sub/event.php?ptype=view&idx=1611&code=knowledge&category=67>

NEW BOOKS

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# My First Summer, Wanju



The author of *The Grand Greenhouse Repair Report*, *Kyungae's Heart*, *Too Late Love*, and more,

Kim Keum-Hee, a writer who captures the delicate stories of the human heart, is back with a new format of "Audio Novel."



After losing it all -  
money, people, and her voice -  
voice actress Sohn Yeol-Mae

**heads to Wanju,  
the hometown of her  
debt-ridden senior,  
to find her.**

However, her whereabouts  
remain unknown, and her mother  
invites Sohn to stay with her as  
she has nowhere else to go.

**What kind of summer will  
unfold in Wanju, a small  
town with its own history,  
losses, and wounds?**

*My First Summer, Wanju* is the first work in the “**Audio Novel**” series from **MUZE**, a publishing house run by actor **Park Jung-Min**.

**It introduces a new approach of publishing books first as audiobooks for the visually impaired and then as physical books.**

**Featuring famous Korean actors and comedians**, including Go Min-Si, Yum Jung-Ah, and Choi Yang-Rak, the audiobook draws readers into the vibrant landscapes of Wanju.

The printed version is just as entertaining, with authentic dialog and text that make it feel as though **you’re hearing the characters speak.**

**Sohn Yeol-Mae)**

I lost love, not a person, love.

**Grandpa)**

Love?

Hey, you can't lose love.

How can I lose what I have built  
in my heart?

- from the book



Kim Keum-Hee's

*My First Summer, Wanju* captures  
the sadness in laughter and the  
laughter in sadness, and  
draws them all together with  
heartfelt sweetness.

**Feel the warm empathy and  
delicate comfort as  
you read and listen to it.**

The summer of people making it through their losses and wounds.



## My First Summer, Wanjū

Written by Kim Keum-Hee, published by MUZE



**BEST SELLERS**

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## May Has Been a Busy Month, But the Days Are About to Get Busier

Best Seller Trends in the Three Biggest Online Bookstores in  
Korea for the 1st week of May, 2025

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May in Korea is a busy month in many ways. From Children's Day to Parents' Day and Teachers' Day, it's a month of many holidays. Even if you are an avid reader, it can be hard to take a break from your busy schedule and open a book. The weather, too, is more unpredictable than in previous years. Unseasonably chilly days stretch on, and then, all of a sudden, a wave of heat rushes in. It is the perfect period to catch a cold, or rather, to stay cooped up in your room and read books as much as you want.

The presidential election, which has been called early, is less than a month away. The social sentiment leading up to the election is reflected in bookstores. Lee Jae-Myung's *It's Ultimately People That Make It Happen* and a book about him, *Lee Jae-Myung's Road*, ranked No. 1 and No. 8, respectively, on the best seller list. *The Reading of Youth* (Special Enlarged Edition) by Rhyu Si-Min, one of the most prominent progressive commentators, and


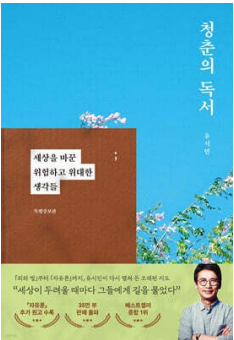
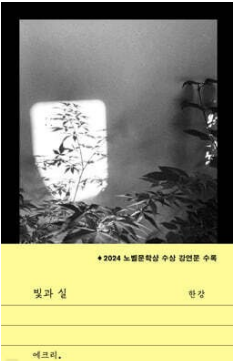

*Beneficent Conservatives and Righteous Progressives* by Choi Gang-Wook, a former member of the National Assembly, and his brother, Choi Gang-Hyuk, are also attracting readers' attention ahead of the presidential election.

In the midst of all the political heat, readers looking to take a step back and cool off are turning to classical music. Among the top five books in the art category, the No. 1 and No. 3 titles are both about classical music. In contrast to its austere and calm image, these books tend to be witty, with provocative titles like *Why Don't You Like Classical Music?* and *Please, Listen to Classical Music*. Each book was written by YouTubers specializing in classical music, with over 100,000 subscribers. Returning after five years, *An Art Museum in the Corner of a Room 3* presents the best of contemporary art - which has continued its creative evolution in the United States - into the corner of our room. The book has gained the support of art-loving readers.




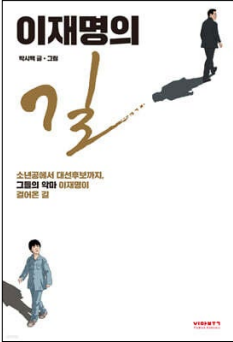
Politics and art - they seem to be unrelated to each other, but surprisingly, they are two of the most closely related fields. It will be fascinating to see how books that incorporate both will change things in the future.

\* The rank of best sellers below was organized after integrating domestic best sellers in the first week of May from the three biggest online bookstores in Korea - Kyobo Book Centre, Aladin, and Yes 24.

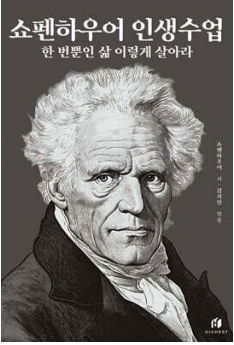
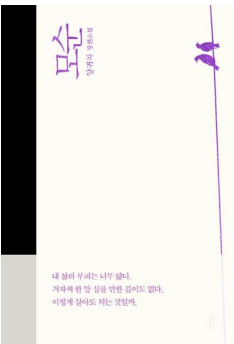
Top 10 best sellers for the 1st week of May

<p>1</p>		<p><b><u><i>It's Ultimately People That Makes It Happen</i></u></b></p> <p>Author   Lee Jae-Myung          Publisher   Ohmybook          Genre   Politics</p>
<p>2</p>		<p><b><u><i>The Reading of Youth (Special Enlarged Edition)</i></u></b></p> <p>Author   Rhyu Si-Min          Publisher   Woongjin Jisik House          Genre   Humanities</p>
<p>3</p>		<p><b><u><i>Light and Thread</i></u></b></p> <p>Author   Han Kang          Publisher   Moonji Publishing          Genre   Non-fiction</p>
<p>4</p>		<p><b><u><i>A Life, Once</i></u></b></p> <p>Author   Kim Young-Ha          Publisher   Bokbokseoga Publishing          Genre   Non-fiction</p>

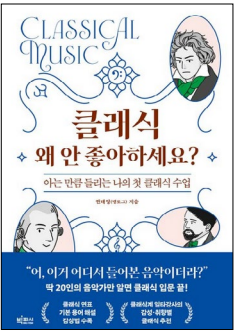
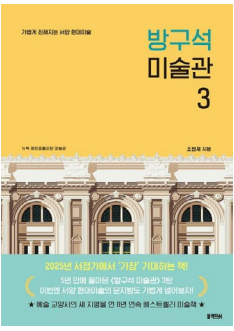
Top 10 best sellers for the 1st week of May

<p>4</p>		<p><b><u>Beneficient Conservatives, Righteous Progressives</u></b></p> <p>Author   Choi Kang-Wook, Choi Kang-Hyeok          Publisher   Hankyoreh Publishing Company          Genre   Politics</p>
<p>6</p>		<p><b><u>To Me, Who Will Be Shaken Tomorrow, Too</u></b></p> <p>Author   Namdd          Publisher   arte          Genre   Non-fiction</p>
<p>7</p>		<p><b><u>Human Acts</u></b></p> <p>Author   Han Kang          Publisher   Changbi Publishers          Genre   Fiction</p>
<p>8</p>		<p><b><u>Lee Jae-Myung's Road</u></b></p> <p>Author   Park Si-Baek          Publisher   ViaBook Publisher          Genre   Politics</p>


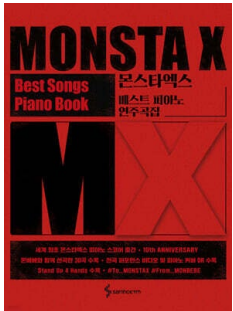
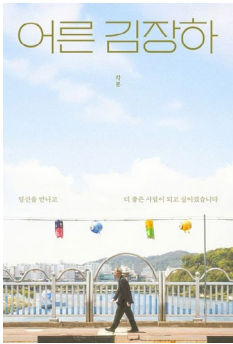
Top 10 best sellers for the 1st week of May

8		<p><b><u>Schopenhauer's Life Lesson: How to Live Your Life</u></b></p> <p>Author   Arthur Schopenhauer          Publisher   Highest Books          Genre   Humanities</p>
10		<p><b><u>Contradictions</u></b></p> <p>Author   Yang Gwi-Ja          Publisher   Write Publishing Co.          Genre   Fiction</p>

Top 5 art books for the 1st week of May

1		<p><b><u>Why Don't You Like Classical Music?</u></b></p> <p>Author   Kwon Tae-Young (Tanglog)          Publisher   Big Fish Book</p>
2		<p><b><u>An Art Museum in the Corner of a Room 3</u></b></p> <p>Author   Cho Won-Jae          Publisher   Black Fish Book</p>

Top 5 art books for the 1st week of May

3		<p><b><u>Please, Listen to Classical Music</u></b></p> <p>Author   Mangdoongeo, Haedal          Publisher   The Square</p>
4		<p><b><u>MONSTA X: Best Songs Piano Book</u></b></p> <p>Author   Content Planning &amp; Development Team          Publisher   Samho ETM</p>
5		<p><b><u>Adult Kim Jang-Ha: Scenario</u></b></p> <p>Author   Kim Hyun-Ji          Publisher   Porche Book</p>

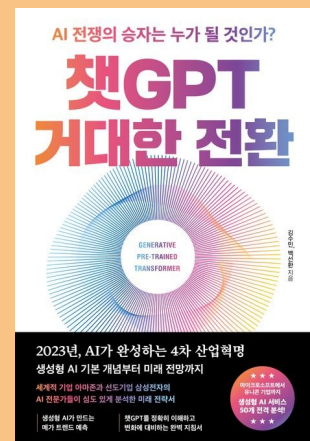
## #K-BOOK

## #AI

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

*ChatGPT: the Great Transition***1. Publication Details**

Title | ChatGPT: the Great Transition  
 Author | Baek Seonhwan; Kim Sumin  
 Publisher | RH KOREA CO., LTD  
 Publication Date | 2023-03-30  
 ISBN | 9788925576756  
 No. of pages | 408  
 Dimensions | 152\*225

**2. Book Intro**

ChatGPT: the Great Transition  
 – Who Will Be the Winner of the AI War?

What will be the new outlook of our society changed by AI?

Kim Sumin, a UX researcher at Samsung Electronics, is an AI expert who has continuously studied human-AI interactions. Baek Seonhwan, who works in the cloud business department at Amazon has broad knowledge and experience in the IT field, particularly in machine learning and data analysis.

The two interactive AI experts describe basic knowledge, technological limitations, and the industrial forecast of ChatGPT and generative AI technology. They also introduce practical guidelines and case studies of the ChatGPT application.

The authors analyze corporations that develop generative AI models or provide

application services, such as Microsoft and Google, the most powerful players in the generative AI competition, as well as promising new AI unicorn companies. Until now, discussions on ChatGPT and generative AI technologies have been focused on individual use in writing or work, in narrow terms, and overall aspects in the text- and image-based industry, in broad terms. However, generative AI technology is used in application services in various fields including video editing, medicine, law, and finance, and it continues to make new business models. The authors introduce cases where generative AI technology is applied in various industrial fields and overview how this technology will change the industrial landscape.

Which companies will become superstars that satisfy the core needs of consumers by utilizing generative AI technology?

The authors declare that the discussion of ChatGPT should not stop at individual use but move to the stage of looking at how companies will change the market by using new technologies.

As behavioral economist Daniel Kahneman warns, "Clearly, AI is going to win." This book enhances understanding of the present and future of the AI field and introduces business cases that utilize chatbots and AI market trends, thereby providing useful information to readers who are interested in business strategy planning and marketing tactic development. This is a must-read, particularly for readers who want to capture business opportunities that AI will create in the future.

[See more details >>](#)

## *Fake Human*

### 1. Publication Details

Title | Fake Human  
Author | Park Young-ran  
Publisher | MIND BRIDGE  
Publication Date | 2022-06-20  
ISBN | 9791189010867  
No. of pages | 152  
Dimensions | 152\*210



### 2. Book Intro

How do you discern truth from falsehood?

Heartwarming fiction to nurture good nature for genuine humans

Fake Human, a lyrical narrative about authenticity, illustrates the weak yet

passionate relationship between humans and hellas. An elder sister evades responsibility with lies. Ido seeks to make his avatar. Dr. Ahn is fascinated by a fake life. Hellas demonstrate the good and evil that they learned from humans. Humans and hellas are confused in the tortuous life and they each try to protect themselves with masks. Even so, the reality remains chaotic and hollow. This is because, as one hella said, the mind guides one's thoughts and actions, leading one to reflect whether one is living a life true to oneself.

What is the life true to oneself? Ido, the sister, and Dr. Ahn missed their opportunities to be true. Their examples demonstrate that the mind is more important when discerning true from false. They also illustrate the importance of living the life that is good for all. This will make you remembered in other people's memories. When you are troubled, there will be others who will hold your hand. The examples of Ido, sister, and Dr. Ahn guide readers to live a more truthful life from their examples of surviving traumas and obtaining brighter minds. Hellas develop insights on themselves and the world as they meet different human counterparts. Even as they leave their human counterparts and move on, they would definitely lead more humane lives – as hellas bring enlightenment to the readers and are embedded in the readers' minds. True life is being remembered by somebody without one's knowing.

[See more details >>](#)

## *My First Python: Beginning Steps*

### 1. Publication Details

Title | My First Python: Beginning Steps

Author | Chun Hyunhee

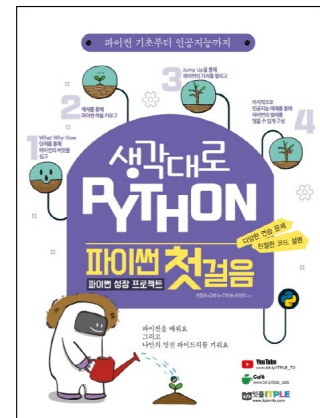
Publisher | ITPLE

Publication Date | 2021-01-04

ISBN | 9791191198027

No. of pages | 296

Dimensions | 188\*257



### 2. Book Intro

This is a beginner's guide to big data and artificial intelligence. My First Python: Beginning Steps is a guide written for elementary schoolchildren as well as beginners wanting to learn more about Python. Through simple illustrations, readers can learn more about the Python grammar—see why it's necessary, understand how it's used, and practice using examples as well as learn more about AI. Through constantly questioning the process, readers can organize their thoughts:

What – What are we learning? Definitions and concepts  
Why – Why is this necessary? Think about practical applications  
How – How do we use this technology?

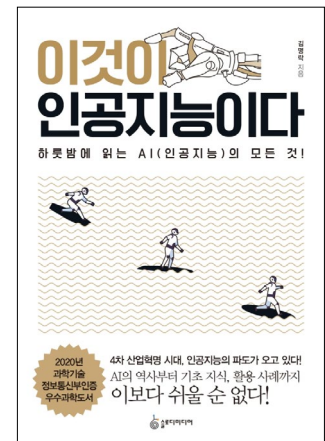
Readers can learn about practical applications by going through this information in steps, enabling them to fully grasp the basic concepts of Python. In the sample questions set forth in the “Understanding Concept” pages, readers can plant their own seeds of Python, find errors, and develop their skills through “Checking Points,” leading to “Jump Up” where their Python branches will start to grow and ultimately allow their Python Tree to bear fruit through AI case examples. We invite all readers to grow their own Python trees and watch them bear fruit! Experience this process for yourself. By sticking to this guide, you’ve already taken those all-important first steps!

[See more details >>](#)

## *This is Artificial Intelligence*

### 1. Publication Details

Title | This is Artificial Intelligence  
Author | Kim Myung-rak  
Publisher | Slody Media  
Publication Date | 2020-07-24  
ISBN | 9791188977529  
No. of pages | 196  
Dimensions | 146\*209



### 2. Book Intro

The wave of AI is coming!  
A CEO of an artificial intelligence company helps readers understand AI through vivid examples!  
A night stand staple for anybody preparing for the new era of artificial intelligence!

The beginning of the computer came when Alan Turing created the Turing machine 70 years ago. He also contributed to deciphering Enigma which was the German army’s code system during WWII. The basic concept of the Turing machine signaled the beginning of computers as well as the development of AI technology and ever since, AI has shown continuous advancement. Humans have gone wild for and also been disappointed at the technology. However it is perhaps more accurate to say that thoughts, expectations and awareness of

the technology has become different rather than to say that AI has developed rapidly. Just because a new age of AI is expected to come doesn't mean that everybody must learn about computers and immerse themselves in technology development. It's more important to become a person who can utilize the platform well rather than build it. The wave is coming and by the time it arrives, it will hit all aspects of our lives like a tsunami. Whether you submerge under the waves or enjoy the surf and glide on to a new world is up to you. Let's find out what we need to do to enjoy the ride AI will bring for us.

[See more details >>](#)

## **BLOCKCHAINISM MANIFESTO**

### **1. Publication Details**

Title | BLOCKCHAINISM MANIFESTO  
Author | Lee Jungyup  
Publisher | Parkyoungsa  
Publication Date | 2020-06-11  
ISBN | 9791130310336  
No. of pages | 344  
Dimensions | 145\*210



### **2. Book Intro**

Blockchainism is a social movement, the dominant ideology of a new digital renaissance, and at the same time, the novel spirit of our age that will solve the conflict between modernism of the industrial age and the postmodernism that followed suit.

We currently stand at the door of a true information revolution and this ripple is bringing a transformation of the way humans reason in every aspect. This transformation of thinking is what we call "blockchainism." Countries that adopt this transformation of "blockchainism" quickly and take on the form of a network information society will be the leaders of the next global era.

To create systems that properly facilitate a new age we need a philosophy that penetrates through the successive change. This kind of philosophy must answer the questions of how to consider and deal with information, and how to conceptualize it to use it as a social technology. "Blockchainism" is the philosophy of a new era which redefines network, evolution of capitalism, lateral organization, distribution of wealth and power in terms of information technology.

To make the leap into this new era of society, we need blockchain networks, and to create these networks we need funds for capital. Blockchain companies are an essential social technology that is necessary for blockchain networks to be founded

and operated as an organization for valuable information production, processing, logistics and consumption, unlike corporations.

To build and maintain this kind of innovative blockchain network, now is the time for the government to present clear standards regarding why we need cryptocurrency and cryptoassets and also when and how such cryptoassets can be traded. Through such standards, oversight and supervision can be carried out to prevent sales or distribution of false coins or tokens and also criminally punish sellers and distributors. This book presents a manifesto of “blockchainism” in 2020, Seoul, Korea, as a guiding philosophy for the coming network information society. We call out for efforts by all humans to build this type of blockchain network information society.

[See more details >>](#)

## *The Future Is Coming: AI*

### 1. Publication Details

Title | The Future Is Coming: AI

Author | Lee Cheolmin; Kwon Sujin

Publisher | Weizmann Books

Publication Date | 2019-11-20

ISBN | 9791187513858

No. of pages | 140

Dimensions | 150\*224



### 2. Book Intro

This book provides an easy and interesting introduction to the process through which the early computer, which started as a big calculator, gradually shrank in size due to the development of hardware technology, saw the addition of various different software, memory devices, and deep-learning technology, and slowly developed into artificial intelligence. How likely is it that we'll see the emergence of powerful AI that has its own intelligence, can think on its own, and can even deceive humans? This book explains the principle behind how this is possible in an easy and scientific way.

[See more details >>](#)

## *The Biggest Bet on Earth*

### 1. Publication Details

Title | The Biggest Bet on Earth

Author | Kwak Jae-sik

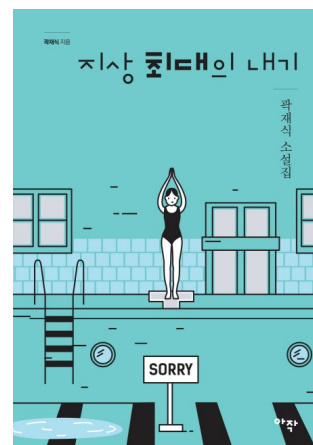
Publisher | Arzaklivres

Publication Date | 2019-07-01

ISBN | 9791189015671

No. of pages | 336

Dimensions | 137\*197



### 2. Book Intro

The Development of Hyperspace Leap Navigation

A story that represents Kwak Jaesik's specialty and trademark. The irrationality of the public servants' society surrounding the approval of a hyperspace leap navigation project reminds us of a Kafka novel. But how is it so realistic, as if we can hear the voices inside our head...?

The Biggest Bet on Earth

Kwak Jaesik's version of High Society? Somehow more classical, this is a sentimental love story that seems like it's from a generation ago. The reunion of a former biologist who is now making selfie apps at a company and another former biologist who loved dinosaurs. Kwak Jaesik's version of a movie, Architecture 101. Earn Money to Buy a Robot

A boy who falls in love with the television series Detective Chief, which aired decades ago. He needs to become independent so he can watch Detective Chief as much as he likes. The fastest way to do so is to buy a nursery robot. The boy's tearful efforts to earn money in the nursery home unfold. You might cry.

Athletic Conference Apocalypse

Kwak Jaesik's specialty and... That's right. What is it like to live as an engineering researcher at a government agency? Why is social life so weird and difficult? And why is this speeding up the destruction of the Earth?

Assistant Manager and Team Lead of Squirrel Electronics' Sci-fi Team

Did you know that there is an "Sci-fi Team" at the leading Korean electronics companies? This is the easiest job. You simply read sci-fi, and if any good idea springs to mind, you just need to report it to your superior. But there is no benefit without a good reason...

Chikau

This story deals with first contact with aliens. But the aliens were too tiny to be noticed by any human. This comical, fun-filled short story is about an urgent chase between two alien races and the only witness to this incident, a nine-month-old baby on Earth.

Proposal for the Development of Cut and Save System Based on Technology of

the 8th Industrial Revolution to Respond to the Age of Living until 200 Years Old  
The reality of the title is so perfect that there is nothing to be added. “Cut and Save” is an incredibly gruesome idea, but when it is written in a format that is commonly used in Korea, it becomes a black comedy.

Declaration of Dependency

Representatives of humanity ask an AI to rule over them. They have no confidence in solving their problems in a democratic way... But the AI does not understand these “human” and illogical problems. Were the humans this foolish?

Fear of Summer Night’s Special Edition Program

This story will show you how reality TV show is made, and the practical (and “social”) concerns of the people making it. A bizarre story created out of the desires of those who participate in a special program where they visit abandoned houses.

Knock on a Wild Boar’s Shoulder

The story of a world that uses wild boars to make up for the failure of human breeders. If a wild boar gives birth to a human, what would their relationship be? How will the wild boar look at its child? What kind of heart does a wild boar have?

[See more details >>](#)

## The Virtual Revolution

### 1. Publication Details

Title | The Virtual Revolution

Author | Joo Youngmin

Publisher | Across Publishing Group Inc.

Publication Date | 2019-06-28

ISBN | 9791190030106

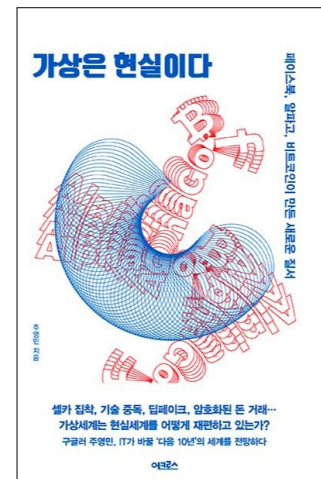
No. of pages | 352

Dimensions | 140\*210

### 2. Book Intro

We now live in a world that’s a mix of virtuality and reality. Over the last decade, virtualization created by social media, artificial intelligence, and cryptocurrency has changed human’s psychology and behavior and interaction as well as politics, society and economy. Now we communicate more in virtual spaces like Facebook and Instagram than offline, and plan our lives to get more likes. When surfing the web, we rely on artificial intelligence to make everyday choices such as what to read, what to see, and what to buy.

While working at Google and observing fast-changing trends, author Joo Youngmin realized that virtual reality is replacing real life, from mundane things to monetary



power. This book shows how the flow of virtualization is reorganizing humans and our society in a fundamental way. For example, Some people make themselves the others by exposing themselves on SNS. Artificial intelligence contributed to the production of fake contents and placed people under its surveillance. And virtual currencies made the government and banks lose its power.

The Virtual Revolution clearly shows the reality of virtualization that we do not know or only imagine dimly, and helps us to understand the present situation where virtuality and reality are intertwined, and to imagine a future where virtualization will prevail over the reality. This book will give us clues to proactively respond to massive civilizational changes without being passively swept away.

[See more details >>](#)

## SAMSARA

### 1. Publication Details

Title | SAMSARA

Author | Kim Changgyu

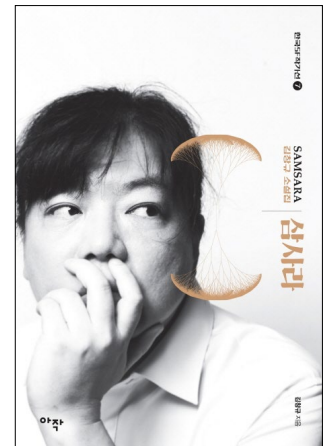
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### 2. Book Intro

I graduated with a major in electronic engineering, but I never worked as a professional developer or an engineer except for the two years I spent as a programmer.

I often say the word “science,” but I am not a scientist. However, science and technology are always around me, circling in an orbit very close to me. If I imagine my view of the outside world is like a telescope, then my telescope’s name would be science. Technology does not need a metaphor for people to understand now that it is now a big part of our lives. Needless to say, it will probably play a bigger role in the ages to come.

But will our progression into the future, based on technology, be smooth and problem-free? Many are concerned about conflicts and confrontations along the way and are afraid that the gaps that are created as a result will not narrow forever. Perhaps the search for something to blame will lead to science and technology – the idea that man is innocent, that conflict arose from dissecting the world with science and placing technology above all else.

So who is to blame for the evasion and rejection that take place in ignorance?

The winners of the annual Korean Scientific Literature Competition are given an opportunity to visit the Naro Space Center. I was fortunate to visit the Space Center the year I was a judge for the competition, and I visited Sorok Island on my way back. The initial idea for Samsara came to me as I walked along the shores of Sorok Island, which has been used as a walking path for travelers a long time, and looked at the pictures, exhibits and real buildings that told me about the sufferings of Hansen's patients. That is why "Juma disease" in the book has the same symptoms as Hansen's disease.

I had an idea for writing, but I remember that it didn't make me very happy. We often ignore those who are in pain because it is easy. What awaits us is oblivion. But does the pain and despair of those who suffer ever disappear? We cannot leave them to suffer. Even though it may not be achieved in this generation, we should still seek help from new knowledge and we should relight and establish what can be built. Enlightenment does not come from nowhere. As with life, if you are an intelligent body that can be grouped into the category of humanity, your best lessons will come from trial and error after many years.

Some may say that stupidity will follow us forever because of our natural limitations. Those who set limits so easily say they've discovered the principles of the world and used them as tools of excuse and discrimination. Yet we've also inherited reason. Instead of ignoring things, we can empathize with positivity. The fact that we must choose this is a realization we have to come to with reason.

Even if it's only possible in the next generation of humanity, even if the next generation is completely different in body and spirit than its ancestors.

[See more details >>](#)

## AI Governance

### 1. Publication Details

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### 2. Book Intro

Humans have entered the era of artificial intelligence (AI) and are experiencing the advantages and disadvantages of AI at the same time. Rather than thinking of ways to simply restrict AI, it is time to discuss the ethics and governance of



AI. Since the first development of AI, humans have continuously tried to utilize it in a beneficial way. Recently, global guidelines regarding the use of AI to benefit mankind have been announced. This is the “Asilomar Artificial Intelligence Principle.” There are also proposals of establishing a global AI ethics organization to manage AI technology more transparently. This book introduces the current state of AI, how the technology is being developed and the benefits and advantages it will bring.

“This means that objects with intelligence, rather than biological beings, will develop the next step of living organisms. This is the fundamental problem that AI is presenting. This presumes that AI has entered the society where it is undertaking a multitude of roles, from supporting human lives to replacing human roles.”

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