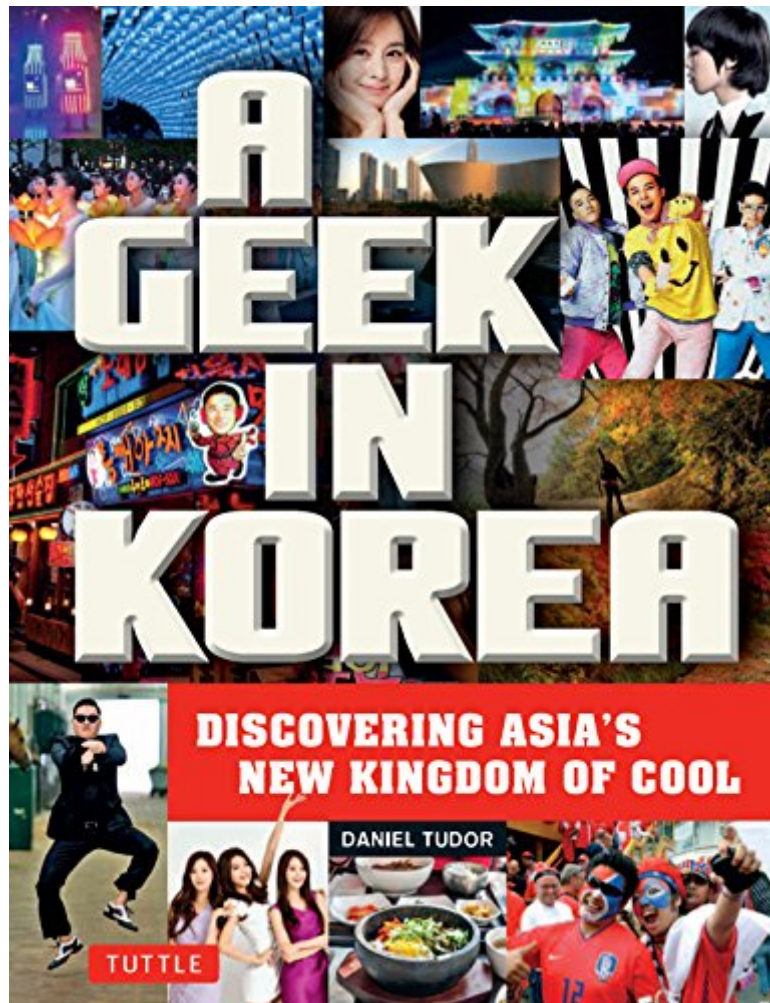


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# Geek In Korea: Discovering Asia's New Kingdom Of Cool



## Synopsis

For every fan of K-Pop music, Korean Wave dramas and Kimchi—or anyone intrigued by Korea and Korean culture—A Geek in Korea is a hip, new guide to the land of the Samsung smartphone and Gangnam Style. Author Dan Tudor first arrived in Korea on the eve of the 2002 World Cup when South Korea played Italy in the finals. What he saw inspired him to return and work in Korea. He served as The Economist magazine's Korea correspondent for three years, and he writes regular columns for the national daily JoongAng Ilbo newspaper. Along the way, he has developed a great love and admiration for Korean culture and the Korean people. A Geek in Korea reinvents the culture guide for the Internet age. Packed with articles and photographs, it covers all the touchstones of Korean culture—from Buddhism and Confucianism to chapters on the traditional arts and disciplines like Taekwondo. There are chapters on cultural code words and norms; personal relationships; business and technology; and symbols and practices that are peculiarly Korean. A number of chapters are devoted to Korean pop culture, with attention to the stars, idols, and urban subcultures associated with them. For visitors to Korea, the author includes a mini-guide to his favorite neighborhoods in Seoul and other places of outstanding interest. Spotlighting the originality and creativity of the Koreans, debunking myths about them, and answering nagging questions like why they're so obsessed with education and success—Tudor has created the perfect book for the growing ranks of Koreaphiles in this inspired, insightful, and highly informative guide.

## Book Information

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## Customer Reviews

I became a fan of Daniel Tudor with his first very informative book about Korea a few years back. With *A Geek in Korea*, Daniel is able to give all the same information but in a more colorful book with pictures that will appeal to all readers.

I really enjoyed this book. It is the perfect book for someone like me. I worked in Korea for two years in the 1980's and I visit once in a while to see my old friends, so I know a lot about Korea, but I learned a lot from reading this book. One complaint I have is the Korean words were written only in English. It would have been so much easier to read those words if they were printed in both English and Korean. The author listed music he likes. Some I never heard of but after reading that chapter I found them online and I enjoyed the music also. Especially Jaurim.

My son, 26, said this was the most useful book when it came to preparing for his 3 week 'bucket list' trip to Seoul. He had a great time, managed not to insult anybody (even with his lousy karaoke singing), and made a lot of new (English-speaking) Korean friends, mostly through online entrepreneurial websites.

SUCH A FUN BOOK! If you're a fan or just want to know a general balance of information in this genera of Korea it is worth taking a look. Plus, it has so many fun Images!

We read the book before we got to Korea and were skeptical. thinking that it might be a pretty narrow view from one young person. When we got there, we heard a number of Koreans of different ages and backgrounds saying the very things mentioned in the book, so we began to realize that in many respects the book presented an accurate picture of modern attitudes in Korea.

This is the best travel guidebook ever! If you are going to South Korea, you must buy this book! Very informative, factual and entertaining. Even if you are not going to Korea, one should read it for the wide array of information! I highly recommend this book!

My grand daughter has been intrigued w Korean Culture for sevealr years because she follows the K Pop culture. She plans to travel to Korea next year. She laughted when she opened this gift at Christmas! I scored a smile and laughter.

I bought this book for prepping to take a trip to Korea. All the other tourist books are good for finding places to go, eat, sleep, etc, but this book gives a REALLY good view of the actual cultural in Korea and that is exactly what I wanted to learn about. This book was so useful I bought the other version about Japan even though I had already been.

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