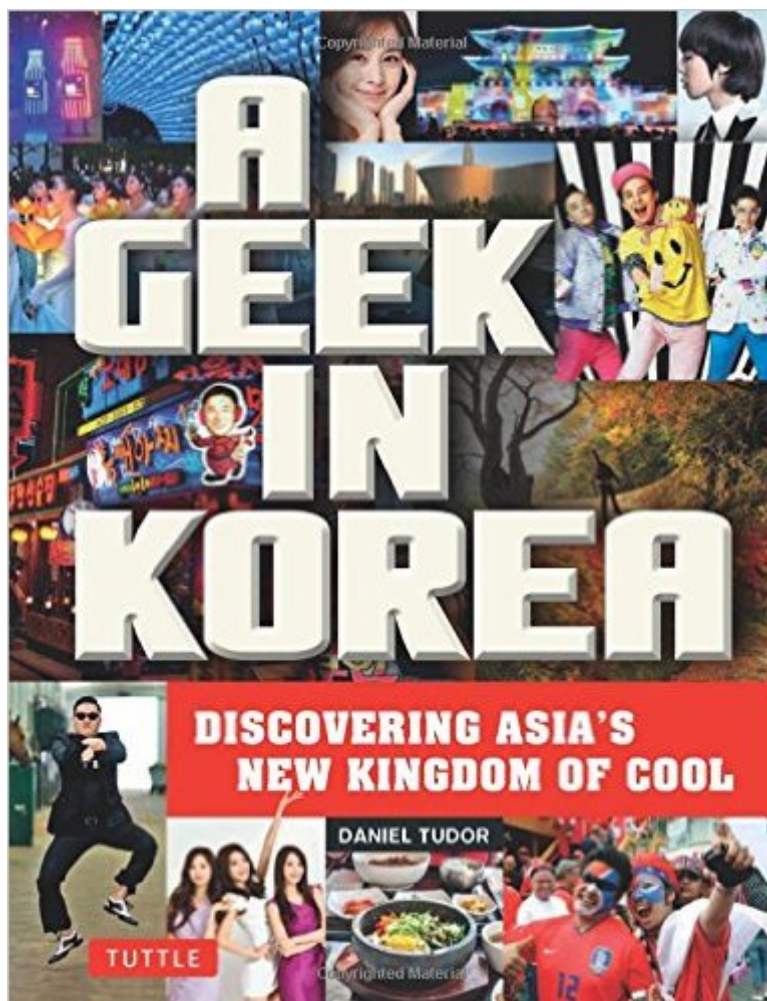


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# A Geek In Korea: Discovering Asian's New Kingdom Of Cool



## 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 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.

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.

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.

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!

Exactly the kind of book I was looking for, very informative and fun to read. One big error though, in the chapter about video games the author includes Starcraft in a list of Korean made games. How can you call yourself a geek and not know that Starcraft is from America!? Maybe it's because he's a Brit.

A must-read, fun and informative book for anyone interested in visiting or just learning about Korea. I have visited South Korea once (am half-Korean), and when I go again, I will take this book as a helpful guide...Love it!. Thank you, Daniel Tudor, for information in such a cool, entertaining format..

It's a fun book to read, but I noticed he made a mistake in page 49. He captioned 2AM singer Jo Kwon, but the picture is of fellow members Jeong Jinwoon and Lim Seulong. There are other mistakes as well, like calling Sanullim instead of Sanulrim (band). There might be more, I'm on page 50 right now...we'll see.

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.

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