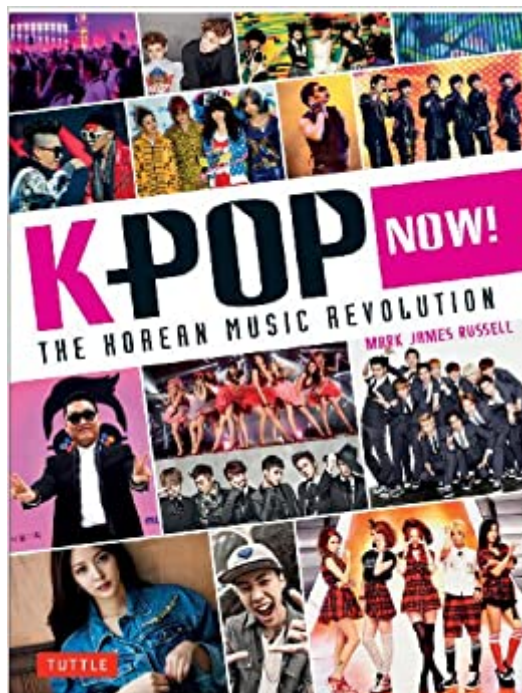


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# K-POP Now!: The Korean Music Revolution



## Synopsis

"K-Pop Now! [â ] features one hundred and twenty-eight glossy pages of Korean pop eye-candy."â "KpopStarz.comK-Pop Now! takes a fun look at Korea's high-energy pop music, and is written for its growing legions of fans. It features all the famous groups and singers, and takes an insider's look at how they have made it to the top. In 2012, Psy's song and music video "Gangnam Style" suddenly took the world by storm. But K-Pop, the music of Psy's homeland of Korea has been winning fans for years with its infectious melodies and high-energy fun. Featuring incredibly attractive and talented singers and eye-popping visuals, K-Pop is the music of now. Though K-Pop is a relatively young phenomenon in the West, it is rapidly gaining traction and reaching much larger audiencesâ "thanks in large part to social media like Facebook, YouTube and Twitter. Top K-Pop acts get ten million to thirty million hits for their videosâ "the Girls Generation single "Gee" has over a hundred million views! In K-Pop Now! you'll find: Profiles of all the current K-Pop artists and their hits A look at Seoul's hippest hot spots and hangouts Interviews with top artists like Kevin from Ze:A and Brian Joo A look at the K-Pop idols of tomorrow You'll meet the biggest record producers, the hosts of the insanely popular "Eat Your Kimchi" website, and K-Pop groups like Big Bang, TVXQ, 2NE1, Girls Generation, HOT, SES, FinKL Busker Busker and The Koxs. The book also includes a guide for fans who plan to visit Seoul to explore K-Pop up close and personal. Join the K-Pop revolution now!

## Book Information

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## Customer Reviews

"The experience of looking at yourself with someone else's eyes always brings up special emotions.

Sometimes it reveals the parts that you want to hide so bad that you forget about them. Sometimes another point of view creates an opportunity for positive discussion and a new interpretation. Mark has been watching and studying the changes to the Korean music scene, finding the exquisite spots where many boundariesâ "neither inside nor outsideâ "cross, and moving from one such spot to another. His views are both systematic and professional, and yet he never loses balance or his sense of humor, always presenting stimulating points of view." â "Cho TaeSang; Director of Byul.org"

"Having written about Korean pop culture and lived in Korea for more than a decade, Mark Russell is uniquely qualified to talk about K-pop." â "Shin Hyun-joon, research professor specializing in modern Korean music at Sungkonghoe University"

"It's an enjoyable and informative read which strikes a good balance between out-and-out fandom and critique, and can be warmly recommended." â "London Korean Links"

"This book provides rare insights into the personalities and inner workings of the fascinating world of K-Pop. Mark Russell not only explores and explains this vibrant musical phenomenonâ "he provides a window onto a trend that is shaping popular youth culture throughout Asia and the world. K-Pop Now! is an essential read for everyone who wants to understand the evolving popular tastes in this vital part of the globe." â "Gwen Robinson, Financial Times Southeast Asia correspondent"

"Mark Russell understands popular Korean music as well as anyone, Korean or foreign, and his latest effort doesn't disappoint. K-Pop Now! gives an honest, fascinating account of the development of the K-pop machine, and is written with obvious enthusiasm for the subject. Mr Russell goes beyond the boy bands and girl groups, and is as comfortable discussing Cho Yong-pil as he is 2PM. Korea's star is rising, thanks in part to its music industry. If you want to know how that industry works, who the main players are, and what the future holds for them, look no further than this book." â "Daniel Tudor, former Korea correspondent for The Economist and author of Korea: The Impossible Country"

"With K-pop being the most talked-about product coming out of Korea today, Koreans and non-Koreans alike ask: So what is K-pop? Between the covers of this book, you will find the closest thing you can get to an answer. This is a comprehensive and timely guidebook on K-pop by someone who can describe and explain it better than any other I know, by a Western expert who has been following K-pop more closely and with more passion than Koreans." â "Choe Sang-Hun, New York Times Korea Correspondent"

"Mark Russell knows the South Korean entertainment industry inside and out. He writes about Korean pop with expertise, warmth and infectious enthusiasm. Russell gets both the trends and the context. He's a delight to read." â "Dr. Jeffrey Gedmin, President and CEO, the Legatum Institute"

"K-pop has breathed new life into global pop music, proving that catchy, hummable tunes never go out of style. And Mark Russell, with his long experience and in-depth knowledge of South Korea's music scene,

has written an engaging and comprehensive account of how K-pop took over the world." â "Steve McClure, former Billboard magazine Asia Bureau Chief and publisher of McClure Music News

Mark James Russell has been living in Korea since 1996, covering Korean pop culture for such publications as the New York Times, Billboard, and Newsweek. His 2008 book, Pop Goes Korea, looked at how Korea became a pop culture powerhouse.

If you're an avid K-Pop fan like I am, you'll probably be a little disappointed with the book. A part of you will be excited to see all of the photos of your favorite idols, but you'll realize that as you start reading their profiles, most of it is probably information that you already know. Even though I tend to know more about the boy groups, as I was reading the different girl groups most of it was generic information that I had already picked up. It was nice to see them in print, and I loved the first chapter about different areas in Seoul and Korea because it was new information to me. But other than that first chapter, I was disappointed in the lack of information, some slightly blurry photos, and generic captions. If you're just starting into K-Pop then you would probably enjoy this book because it is a nice introductory into learning many of the different K-Pop groups, their names, and the companies that they belong to.

A great way to discover some K-Pop groups and singers. It's also includes a discography to some of the CDs, you can order.

My grand daughter loves music groups from Korea. This gift at Christmas drew a smile when opened. She did not know this book existed so it was a successful surprise. Met my expectations! Covers many pop groups in Korean Culture.

most of the book is talking about k-pop artists rather than analyzing and discussing on K-pop. if you wanna get the some knowledge of famous k-pop artists, this book may give u a strong basic idea. At lease, after reading it, I knew some more artists and started following them.

great book, my daughter loves everything k pop ..and this had everything..got a great deal, so great addition to her collection

I basically got this book because it has all of my favorite KPOP stars in it. But if you are already a fan

of KPOP then you probably know most of the information in here.

I highly recommend this to anyone interested in Korea or simply Kpop. Plus it includes some amazing background on artists.

My niece loves it

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