



Guest Speaker: Euny Hong

Bio: Author of The Birth of Korean Cool with rave reviews by The Guardian UK, The New York Times, and Bloomberg Businessweek.

France 24 Journalist with articles appearing in The New York Times, The Financial Times, The Washington Post, and The Wall Street Journal.

Topic: **Manufacturing Cool: How South Korea became a global trendsetter**



WHEN

**August 27th
12 pm - 1:15 pm**

LOCATION

**Crawford Hall
Room 105**

OPEN TO THE PUBLIC

**Questions about the talk? Email:
nsk@hawaii.edu**

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