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YULIANA BRONSON

*THE TRADEMARK LAW
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Science & Business Media

“The Trademark Law Dictionary will be helpful for anyone who researches trademark law. With it, one can

easily locate terms and quickly understand concepts—all in one volume. I am impressed with the enormous scope of this reference. The inclusion of international treaty terms is in itself a substantial contribution to the field.” Christine Haight Farley Professor of Law American University Washington College of Law THE TRADEMARK LAW DICTIONARY Part of The Law Dictionary Series TM The One-Stop Source for Legal Terminology JDs, LLMS & SJDs Attorneys & Paralegals FIND IT Easy to

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law must understand, cross-reference and apply intricate terminology. The IP Dictionary gives the Practitioner & Paralegal the ability to easily locate terms and underlying concepts and apply them to their work product. www.thelawdictionaryseries.com

Volume 1 Duke University Press
The rapid development of Korean cinema during the decades of the 1960s and 2000s reveals a dynamic cinematic history which runs parallel to the nation’s political, social,

economic and cultural transformation during these formative periods. This book examines the ways in which South Korean cinema has undergone a transformation from an antiquated local industry in the 1960s into a thriving international cinema in the 21st century. It investigates the circumstances that allowed these two eras to emerge as creative watersheds, and demonstrates the forces behind Korea's positioning of itself as an important

contributor to regional and global culture, and especially its interplay with Japan, Greater China, and the United States. Beginning with an explanation of the understudied operations of the film industry during its 1960s take-off, it then offers insight into the challenges that producers, directors, and policy makers faced in the 1970s and 1980s during the most volatile part of Park Chung-hee's authoritarian rule and the subsequent Chun Doo-hwan military

government. It moves on to explore the film industry's professionalization in the 1990s and subsequent international expansion in the 2000s. In doing so, it explores the nexus and tensions between film policy, producing, directing, genre, and the internationalization of Korean cinema over half a century. By highlighting the recent transnational turn in national cinemas, this book underscores the impact of developments pioneered by Korean cinema on the

transformation of 'Planet Hallyuwood'. It will be of particular interest to students and scholars of Korean Studies and Film Studies.

Lessons from East Asia's

Environmentalists e-
artnow sro

The rapid growth of the Korean online game industry, viewed in social, cultural, and economic contexts. In South Korea, online gaming is a cultural phenomenon. Games are broadcast on television, professional gamers are celebrities, and youth

culture is often identified with online gaming. Uniquely in the online games market, Korea not only dominates the local market but has also made its mark globally. In Korea's Online Gaming Empire, Dal Yong Jin examines the rapid growth of this industry from a political economy perspective, discussing it in social, cultural, and economic terms. Korea has the largest percentage of broadband subscribers of any country in the world, and Koreans spend increasing amounts

of time and money on Internet-based games. Online gaming has become a mode of socializing—a channel for human relationships. The Korean online game industry has been a pioneer in software development and eSports (electronic sports and leagues). Jin discusses the policies of the Korean government that encouraged the development of online gaming both as a cutting-edge business and as a cultural touchstone; the impact of economic

globalization; the relationship between online games and Korean society; and the future of the industry. He examines the rise of Korean online games in the global marketplace, the emergence of eSport as a youth culture phenomenon, the working conditions of professional gamers, the role of game fans as consumers, how Korea's local online game industry has become global, and whether these emerging firms have challenged the West's dominance in global

markets. *Reconsidering the Korean Urban Development Experience* Routledge Digital Development in Korea explores the role of digital information and communications technology in South Korea's development, starting with and building upon the crucial developments of the 1980s. Its perspective draws on the information society concept and on a conceptual model of strategic restructuring of telecommunications. It also draws on firsthand

experience in formulating and implementing policies. The analysis identifies aspects of the Korean experience from which developing countries around the world might benefit. Oh and Larson describe the revolutionary developments of the 1980s including the TDX electronic switching system, a major surge forward in semiconductors, the start of privatization and color television and the thoroughgoing restructuring of Korea's

telecommunications sector. They further explore government leadership, the growing private sector and international trade pressures in the diffusion of broadband, mobile communication, and convergence toward a ubiquitous network society. The role of education in these developments is explored in detail, along with both the positive and negative aspects of Korea's vibrant new digital media. The book also looks at Korea's growing international

involvement, its role in efforts to build a world information society, and finally, its future place in cyberspace. This book will be of interest to students, scholars and policy makers interested in communications technologies, Asian/Korean Studies and development studies.
Politics in North and South Korea Taylor & Francis
 Korea's Economic Prospects From Financial Crisis to Prosperity Edward Elgar Publishing
The Korean Wave Through

Literature, Webtoon, and Mukbang Routledge
 The Internet has ushered in a new era in the economies of networking. With the increasing need for optimization based on these network economies, the IT-based e-business has become a platform for study as well as daily practice. In a similar vein, global warming has raised many issues which come into conflict with traditional research and policies. The Internet revolution has also shifted our society from a government- and

company-led economy to a 'netizen'- and consumer-led business world. This book enlightens us on why a harmonized participation of traditional network members or interested groups is necessary and how we can create values from diverse fields of interests and objectives, including the corporate social responsibility (CSR) and eco-friendly productivity. Digital Business and Sustainable Development integrates the platforms from these two fields of study based

on the comparative analysis of Asian and other developing countries.

Understanding Hallyu

Edward Elgar Publishing
' . . . very well presented academic book. . . in Korea's Economic Prospects a valuable source of research material on the economy and its prospects. It will help one to understand the factors leading to the Korean recovery which has recently been recognised by the credit rating agency. . . ' - Marie-Aimée Tourres, The

Journal of Development Studies This book examines the major issues arising from the Korean financial crisis of 1997. It considers the strong prospects for rapid economic recovery and the emerging changes in Korea's international economic relations and business environment. The authors investigate the causes of the financial crisis and provide an evaluation of remedial measures and reforms currently being introduced in both private and public sectors of the Korean

economy. The book identifies a paradigm shift in Korean economic policy and discusses Korea's new role in both the regional and global economy. It also examines the major developments reshaping Korea's international business environment through fundamental policy shifts in trade, foreign direct investment, labor relations, management practices and the emerging trends in e-commerce.

Four Decades On Biz Eureka

Branded Entertainment in Korea examines the varied texts and wider context of branded entertainment and related advertising and marketing communications practices in Korea. The book discusses the origins, development, current state, ethics, and regulations of branded entertainment in Korea, considering the impact and implications for communication users and regulators as well as industry actors. Over 30 cases from 2013 to 2019 are offered to provide an

up-to-date account of current developments, with a closer look at the ethical challenges and controversies surrounding branded entertainment. The book also provides a review of branded entertainment-related literature in order to help the readers to understand this growing marketing discipline. This is a valuable case study for scholars and students of critical advertising studies, as well as those interested in broader disciplines of communication and media

studies.

Focus On: 100 Most Popular South Korean Idols Cambridge University Press

An analysis of the United States's troubled relationship with North and South Korea discusses North Korea's nuclear weapons program, the growing anti-American sentiment in South Korea, and Washington's East Asia security strategy. By the co-author of *Bad Neighbor Policy*.

Urban Transport Governance and Inclusive

Development in Korea

Palgrave Macmillan

This is the first English-language book on cultural policy in Korea, which critically historicises and analyses the contentious and dynamic development of the policy. It highlights that the evolution of cultural policy has been bound up with the complicated political, economic and social trajectory of Korea to a surprising degree. Investigating the content and context of the policy from the period of Japanese colonial rule

(1910–1945) until the military authoritarian regime (1961–1988), the book discusses how culture, often co-opted by the government, was mobilised to disseminate state agendas and define national identity. It then moves on to investigate the distinct characteristics of Korea's contemporary cultural policy since the 1990s, particularly its energetic pursuit of democracy, a market economy of culture and outward cultural globalisation (the Korean Wave). This book helps

readers to understand the continuous presence of the 'strong state' in Korean cultural policy and its implications for the cultural life of Koreans. It argues that this exceptionally active cultural policy sets an important condition not only for artistic creation, cultural consumption and cultural business in the country, but also for the nation's ambitious endeavour to turn the success of its pop culture into a global phenomenon.
MIT Press

Including beautiful historic photographs, this book shows the essential history of modern Korea. Written in English and Korean for children. This version is the Korean War 70th Anniversary special edition.
Minerals Yearbook
Springer
A study of environmental degradation, this work presents the environmental problems of South Korea. The effects of rapid industrialisation and modernisation are documented along with

the choices and actions which are available to the country.
Drafting Internet Agreements Taylor & Francis
In the last fifty years, Korea has transformed itself from an agrarian, Confucian-based culture into a global and technological powerhouse, and one of the most important political and economic forces in the world. Based on previous research and face-to-face interviews, the book shows how contemporary Koreans

negotiate traditional Confucian values and Western capitalistic values in their everyday encounters - particularly in business and professional contexts. This is a useful companion book for courses in international business, intercultural communication, and Asian studies.

The Korean Conundrum
MIT Press

Over the past decade, Korean popular culture has become a global phenomenon. The "Korean Wave" of music,

film, television, sports, and cuisine generates significant revenues and cultural pride in South Korea. The Korean Popular Culture Reader provides a timely and essential foundation for the study of "K-pop," relating the contemporary cultural landscape to its historical roots. The essays in this collection reveal the intimate connections of Korean popular culture, or hallyu, to the peninsula's colonial and postcolonial histories, to the nationalist projects of the military dictatorship, and

to the neoliberalism of twenty-first-century South Korea. Combining translations of seminal essays by Korean scholars on topics ranging from sports to colonial-era serial fiction with new work by scholars based in fields including literary studies, film and media studies, ethnomusicology, and art history, this collection expertly navigates the social and political dynamics that have shaped Korean cultural production over the past century. Contributors. Jung-hwan

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 Jessica Likens, Roald
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 Hyunjoon Shin, Min-Jung
 Son, James Turnbull,
 Travis Workman
Effective Advocacy
 OECD Publishing
 Entrepreneurship in Korea
 offers a fresh perspective

on entrepreneurship in
 Korea by combining a
 historical review of the
 achievements of Korean
 entrepreneurs at each
 stage of economic
 development with an
 analysis of the activities
 of current entrepreneurs
 who are at the forefront of
 the new Korean age. It
 discusses the crucial role
 of business
 entrepreneurship in each
 stage of Korea's
 transformation from an
 underdeveloped East
 Asian backwater to a
 global manufacturing and
 technology powerhouse

throughout the last 100
 years. Furthermore, it
 provides an up-to-date
 analysis of contemporary
 start-up entrepreneurship
 in Korea and discusses its
 unique characteristics,
 strengths and
 weaknesses. Authors
 identify specific features
 of entrepreneurship in
 Korea, why and how
 business entrepreneurs
 have been so successful
 and effective, how their
 entrepreneurial styles and
 activities have changed
 over time, which
 challenges Korean start-
 up entrepreneurs are

currently facing, and how these challenges may be addressed.

Routledge Handbook of Cultural and Creative Industries in Asia LIT

Verlag Münster

South Korea has attained spectacular economic success in recent decades. It has reached the status of a Newly Advanced Economy, with challenges increasingly mirroring those faced by other advanced economies. These include the necessary upgrading of the labor force, the frictions of switching to a

national system of innovation adapted to leadership in R&D, market-based economic policies that reflect the government's difficulties in foreseeing future technological developments, and the consequences of social change for the innovation system and policy-making. In the forthcoming book the parallel challenges for innovation and technology for the Republic of Korea and other advanced economies will be analyzed more thoroughly

with an international perspective in mind. This comparison and international benchmarking will allow policy makers and scholars to better appreciate how much the country has already moved into the circle of globally leading economies and what can be done to consolidate and strengthen its position.

Understanding the Philosophy of the Cittaslow slowcity Phenomenon Routledge

Recent years have

witnessed the remarkable development of the cultural and creative industries (CCIs) in Asia, from the global popularity of the Japanese games and anime industries, to Korea's film and pop music successes. While CCIs in these Asian cultural powerhouses aspire to become key players in the global cultural economy, Southeast Asian countries such as Malaysia and Thailand are eager to make a strong mark in the region's cultural landscape. As the first

handbook on CCIs in Asia, this book provides readers with a contextualized understanding of the conditions and operation of Asian CCIs. Both internationalising and de-Westernising our knowledge of CCIs, it offers a comprehensive contribution to the field from academics, practitioners and activists alike. Covering 12 different societies in Asia from Japan and China to Thailand, Indonesia and India, the themes include: State policy in shaping CCIs Cultural production

inside and outside of institutional frameworks
Circulation of CCIs
products and consumer culture
Cultural activism and independent culture
Cultural heritage as an industry. Presenting a detailed set of case studies, this book will be an essential companion for researchers and students in the field of cultural policy, cultural and creative industries, media and cultural studies, and Asian studies in general.

Understanding Culture and Communication

Edward Elgar Publishing
Politics in North and South Korea provides students with a comprehensive understanding of the political dynamics of the two Koreas. Giving equal weight to North and South Korea, the authors trace the history of political and economic development and international relations of the Korean peninsula, showing how South Korea became democratized and how Juche ideology has affected the establishment and operation of a totalitarian system in North Korea.

Written in a straightforward, jargon free manner, this textbook utilizes both historical-institutional approaches and quantitative evidence to analyse the political dimensions of a wide variety of issues including: Legacies of early-twentieth-century Japanese colonial rule South Korean democratization and democratic consolidation South Korean diplomacy and North Korean nuclear crises The economic development of both

North and South Korea
The three-generation power succession in North Korea North Korean human rights issues Inter-Korean relations and reunification This textbook will be essential reading for students of Korean Politics and is also suitable for undergraduate and postgraduate courses on East Asian Politics, Asian Studies, and International Relations.
Cultural Politics, Film Genres, and Digital Technologies Routledge
More than five years have

passed since South Korea fell prey to the Asian financial crisis. Bringing together experts from Korea and a variety of other countries, this book aims to better understand the three stages of the Korean crisis: the onset, the policy reaction, and the economic response. Providing an integrated analysis of the event and its consequences, the chapters in the book consider the causes of the crisis, the response of the US government and International Monetary Fund, adjustments in the

Korean monetary and fiscal policies, and the success of financial and corporate restructuring. The concluding chapters bring the story up-to-date, describing the aftermath of the crisis and assessing whether there has been sufficient reform to facilitate the country's recovery and growth. International and also Asian economists will find this a thoroughly accessible and illuminating book, as will specialists on Korea, political scientists and political economists.

Reconceptualising Film Policies

Korea's Economic Prospects From Financial Crisis to Prosperity
This book introduces readers to the concepts of sustainability and philosophy of slowness for the management of public entities such as cities or regions. While many urban communities face economic challenges that clearly show the limitations of growth and ever-increasing speed, this book explores an alternative, thought-provoking standpoint in

five chapters. The first chapter explains the importance and essence of slowness, smallness and sustainability for public organizations, while the second addresses the concept of “slow life” in an emotional society.

Chapter three examines the issue of “slow management” and presents arguments for the value of small businesses as the true foundation of the economy. Chapter four rounds out the coverage

with a focus on agriculture. Finally, in chapter five, the authors discuss the overall benefits of a “slow and curvy” management style in order to provide happiness, economic and social sustainability.