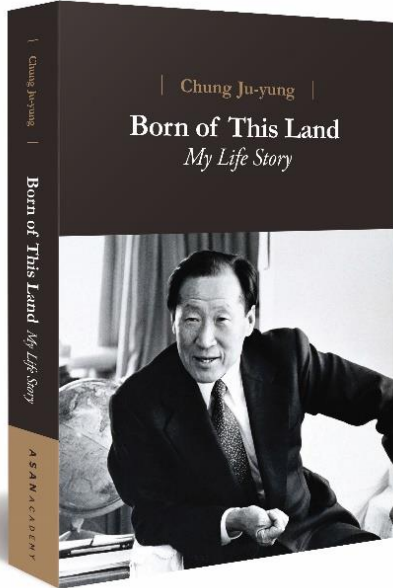


Born of This Land

My Life Story



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About the Book

“As a businessman and a hard working laborer born of this land, I feel an infinite sense of pride that I have contributed my share to this country’s breakthrough.” – Chung Ju-yung

Born of This Land: My Life Story is an English translation of the Chung Ju-yung’s autobiography. Chung Ju-yung is the founding chairman of the Hyundai Group. The story begins with the escape from his home to the beginning of Chung’s first auto repair shop. Chung’s personal account of the construction of Soyang River Dam and the Seoul-Busan Expressway, establishment of Hyundai Motors and Hyundai Heavy Industries, and Seosan Reclamation Project are included in the book. Through Chung’s account, we will gain a deeply personal insight into the man who contributed to the Miracle on the Han River.

About the Author

Chung Ju-yung(1915.11.25~2001.03.21) is the founder of Hyundai, which includes the global consumer brand Hyundai Motor Company, Hyundai Heavy Industries, and a number of other affiliates. Born on November 25, 1915 in Tongcheon County, Gangwon Province, in what is now North Korea, Chung ran several small businesses prior to Korea’s liberation from Japanese colonialism in 1945. In 1946, he founded the Hyundai Motor Service Center and the next year Hyundai Construction Company. These two businesses would blossom into one of South Korea’s industrial titans.

Chung presided over the Hyundai group during South Korea’s economic development. Aside from his many achievements in the business world, he also helped secure the 1988 Seoul Olympics and improve relations with North Korea through public diplomacy.

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