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| *This is an excerpt from page 65 of this article:*  **Seo, Min-Soo. "Lessons from K-Pop's Global Success." *SERI Quarterly*5.3 (2012): 60-66. *Business Source Complete*. Web. 23 Oct. 2015.**  A K-pop strategy Korean businesses can use is to develop tourism packages designed for K-pop fans. Tour packages that combine concerts, shopping and music locations can be developed. More than 1 million people will visit Korea to go to large events starring Korean Wave stars. This is already being arranged by Japan Travel Bureau (JTB), the biggest travel agency in Japan. JTB offers Korean Wave tour packages with concerts and shopping in cooperation with Korea’s duty-free shopping centers. In 2011, Japan Travel Bureau organized a major concert featuring popular K-pop stars Big Bang and Kara. This two-day/three-night package attracted 2,000 Chinese tourists in 2011.  Another strategy is to collaborate with K-pop idols in new product development and marketing. By connecting stars’ image with product concepts, companies can enjoy substantial marketing effects. When American hip hop star Kanye West helped design shoes for Louis Vuitton, the shoes sold out immediately despite a price of $1,000 per pair. Global fast fashion company H&M and global cosmetic brand Elizabeth Arden are also collaborating with pop stars like Madonna and Britney Spears. |

In your group, discuss and write:

* One sentence using MLA quotation style
* One sentence using MLA paraphrase style

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