

The Return of Enterprise Solutions in Asia Pacific

Directing a Blockbuster

>
accenture

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Enterprise solutions strategies that help:

- Boost business performance
- Minimize total cost of ownership
- Harness new technology

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My Sassy Girl

My Sassy Girl is based on an on-line serial by Kim Ho-sik that detailed his relationship with his off-the-wall college girlfriend. The serial compiled into a best-selling book and caught the attention of director Kwak Jae-young, who wrote the script for the film. During the summer of 2001, South Korean moviegoers went crazy for the romantic comedy. By year's end, it had become the second-highest grossing film for 2001 and had earned a place in the record books as the highest grossing Korean comedy in the country's box office history. In February of 2002, Dreamworks SKG negotiated the U.S. remake rights for the film.

Source: <http://www.mediacircus.net/mysassygirl.html>