

IUDAISMUL – PERFECTIONISMUL MARKETINGULUI SOCIAL RELIGIOS

JUDAISM – THE PERFECT INSTANCE OF SOCIAL RELIGIOUS MARKETING

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Abstract: Judaism, a religion of primitive origin, appeared around the turn of the twentieth century BC and also one of the oldest religions that have survived until today, provides an identity based on the affiliation to both a nation and a religion. The twentieth century shatters the coexistence of such a complex dualism and thus arises for the first time in the history of Judaism the Jewish religious social marketing. Due to the contribution of charismatic devoted leaders and to loyal members, the Chabad-Lubavitch group, part of the European Mosaic ultra-Orthodox movement, managed to build an empire of Chabad marketing, using also the Messianic idea of Judaism as their own mission.

Keywords: Jewish religious social marketing, Chabad-Lubavitch marketing, religious social marketing leader, Messianic idea, energizing the members, shliach, Chabad marketing research, Hebrew market, Hebrew customer approach