

**PRESS RELEASE**  
**Unveiling of Judaism 3.0**

**Jerusalem, January 20, 2022** - A diverse crowd gathered in Jerusalem to celebrate the upcoming launch of Gol Kalev's landmark book, [Judaism 3.0 - Judaism's Transformation to Zionism](#).

The book will be officially launched on March 7th. It is already available on Amazon, where it became #1 best-seller in its category for new-releases, as well as at the Pomeranz bookseller in Jerusalem. The book was chosen by the Jerusalem Report as the cover of the [2022 New Year magazine](#).

Kalev opened his remarks by noting that Zionism is the aspect of Judaism that evokes passion, emotions and engagement. "When Herzl launched Zionism in Basel, he proclaimed that Zionism has already managed to accomplish something that has not been done in 2,000 years - to bring together the most liberal elements of Judaism with the most conservative ones under one construct...And looking around the people here and the emails I have been getting from early readers, it seems that Zionism is continuing to do so - I see people here who are conservative and liberals, religious and seculars, Orthodox rabbis, Reform rabbis, people associated with the Israeli left and with the Israeli right, people from the America left and right. It is indicative, not only that this book is not political, but also that Zionism is not political - it is now the organizing principle of Judaism. There can be a lot of debates about policy and directions, as there should be, but as I show in this book, Zionism has become the primary vehicle through which Jews and non-Jews relate to Judaism - in positive and negative alike."

**Clips and Transcript:**

[Zionism awakens Judaism for American Jews](#)

[Zionism and the global debate between Nationalism and Universalism](#)

[Herzl's vision today: Zionism as the abstract building that houses the Jewish Nation](#)

Yaakov Hagoel, Chair of World Zionist Organization, a position once held by Herzl himself, sent a video greeting: "I want to congratulate my good friend, the dear Gol Kalev for the publication of this significant book." Noting that the book expounds on Herzl's vision, Hagoel said that Herzl was "the leader that taught us all to dream and to fulfill the dreams. He dreamt of a Jewish state, and we, in the Zionist movement and the

Isrealies,continue to fulfill his dream day-by-day, hour-by-hour.....So dream and fulfill those dreams! Big congratulations on the publication of this book".

The event, adjusted due to the spread of Omicron, was held on January 12th in the spacious courtyard of the old Shaare Zedek building, allowing guests to spread. The Beerbazar offered a wide selection of Israeli beer and wine.

For more information about the book: [judaism-zionism.com](http://judaism-zionism.com)

For inquiries and information about the March 7th Launch party:  
[info@judaism-zionism.com](mailto:info@judaism-zionism.com)

Web link: [Press Release](#)

Photos: David Weill

*Additional photos and clips available upon request*

### **About the book**

In this landmark book, Gol Kalev demonstrates how Zionism has turned into the organizing principle of Judaism. It has become the primary conduit through which both Jews and non-Jews relate to Judaism – in both the positive and the negative.

Through in-depth analysis of long-term shifts in Israel and in North American Jewry, as well as assessment of global trends that impact Judaism, Kalev shows that the anchor of the Jewish nation-religion has shifted from its religious aspect (Judaism 2.0) to its national aspect (Judaism 3.0).

Tying Theodor Herzl's original vision of Zionism to today's realities, Kalev shows that Judaism 3.0 is not only the most accurate reflection of the contemporary state of Judaism, but also the relevant framework to address emerging threats to Judaism. First and foremost, the existential threat of Israel-bashing, which has replaced anti-Semitism as the primary currency of age-old opposition to Judaism.

### **About the Author**

Gol Kalev is a former Wall Street investment banker who has been researching Herzl and Zionism. Growing up in Tel Aviv and serving in the Israeli army, he then lived in New York and now resides in Jerusalem. He also spent time in various European cities and has traveled through both the American and European countryside, learning about contrasting world-views.

He is chairman of The AIFL Think Tank, which explores Zionism and Judaism, and has been writing analysis articles about Zionism, Europe, and global affairs for the Jerusalem Post, Jerusalem Report, Israel Hayom, The Daily Wire, The Media Line, Newsweek and Foreign Policy.

**Reviews:**

*“A courageous, compelling, and thoughtful thesis that must be part of any serious discussion of the future of Israel and the Jewish people.”*

**Michael Oren, historian, former Ambassador of Israel to the United States**

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*“A remarkable ideas book that is about much more than the state of Judaism....One of the most important books about Judaism, Zionism and global trends of our times.*

**Catherine Carlton, former Mayor of Menlo Park, Silicon Valley tech entrepreneur**

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*“This book should play an important role in the discussions about the future of world Jewry and its relations with Israel.”*

**Natan Sharansky, former Chairman of The Jewish Agency, former Deputy Prime Minister of Israel**

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*“Fresh new thinking about the relationship between Judaism and Israel. Kalev picks up where Herzl left off.....A must read for people of all religious and political backgrounds who want to get a deeper understanding of the state of Zionism and Judaism today.”*

**Fleur Hassan-Nahoum, Deputy Mayor of Jerusalem**







