



The Globalization of Israel: McWorld in Tel Aviv, Jihad in Jerusalem (Global Realities)

Uri Ram

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This book focuses on how globalization is impacting contemporary Israel. It is a concise and originally argued introduction to Israel, but the author, Uri Ram, is careful to frame his analysis in a broader discussion of Israeli history and broader social currents. Focusing in particular on two defining – and conflicting – contemporary trends; one toward advanced liberal democracy with a cosmopolitan edge, and the other toward ethno-religious traditionalism and rejection of the secularism associated with market driven globalization. The cosmopolitan, high-tech driven city of Tel Aviv represents the former trend, and Jerusalem – a city increasingly dominated by orthodox Jews – represents the latter. Using Benjamin Barber's *Jihad versus McWorld* thesis to good effect, Ram's book will stand as an ideal introduction to contemporary Israel and its place in the world.

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