

The Art of Marketing Terror 2019

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The Art of Marketing Terror 2019 is based on years of in-depth research into global terrorism and ISIS's operating methods, and seeks to bring the insights from that research to the general public in a clear and engaging way. Its target audience includes anyone in any country around the globe who has followed the rise of global terrorism in the news, and who wants to understand how it became such a major factor in our lives, and how we can combat it.

In *The Art of Marketing Terror 2019*, I analyze and explain ISIS's immense impact on public attention worldwide from a unique and innovative marketing perspective. I begin with a review of the roots of jihadist ideology and its evolution up to the present day, as well as a brief look at geopolitical changes in the Muslim world in recent years. Then I describe how ISIS took marketing methods and models from the business world, adapted them for the age of social media, and developed an unmatched mastery in marketing terror, succeeding in reaching a variety of audiences in a range of very different locations around the globe. The book shows how ISIS married cutting-edge marketing techniques to an uncompromisingly violent form of jihadism to create an entirely new form of global terrorism.

I review ISIS's successful methods of radicalization and recruitment around the world using its unique marketing expertise, and examine in depth the motivations of its recruits from different regions. I also review the radicalization process in various countries, including in Central Asia and Southeast Asia. In addition, I explore the role of women in ISIS's radicalization and recruitment efforts, and in the organization as a whole. Finally, I explore the global impact of ISIS's revolutionary combination of sophisticated marketing strategies with transnational terrorist activity, both within Islam and throughout the world, and explain how jihadism (and global terrorism in general) is now better positioned than ever to pursue its goals.

Obviously, the struggle against ISIS and global terrorism will inevitably include political, military and security measures. However, it is also vital that we all gain a better understanding of how global terrorism attracts millions of followers and supporters around the globe, who feel that it speaks to their fears, frustrations, needs, and desires. *The Art of Marketing Terror 2019* explains all this and more, thus offering an innovative approach to addressing the root causes of global terrorism.