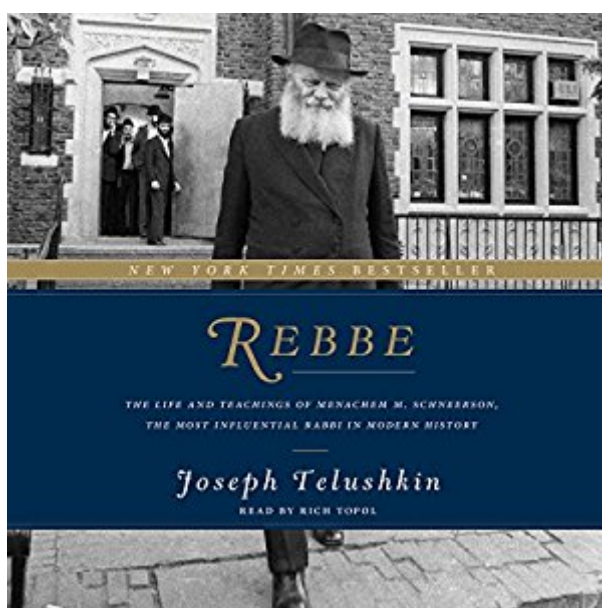


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# Rebbe: The Life And Teachings Of Menachem M. Schneerson, The Most Influential Rabbi In Modern History



## Synopsis

In this enlightening biography, Joseph Telushkin offers a captivating portrait of the late Rabbi Menachem Mendel Schneerson, a towering figure who saw beyond conventional boundaries to turn his movement, Chabad-Lubavitch, into one of the most dynamic and widespread organizations ever seen in the Jewish world. At once an incisive work of history and a compendium of Rabbi Schneerson's teachings, *Rebbe* is the definitive guide to understanding one of the most vital, intriguing figures of the last centuries. From his modest headquarters in Crown Heights, Brooklyn, the Rebbe advised some of the world's greatest leaders and shaped matters of state and society. Statesmen and artists as diverse as Ronald Reagan, Robert F. Kennedy, Yitzchak Rabin, Menachem Begin, Elie Wiesel, and Bob Dylan span the spectrum of those who sought his counsel. The Rebbe was the only rabbi ever to receive the Congressional Gold Medal and to have an American national day, Education and Sharing Day, proclaimed in his honor. No one has succeeded him in his position. Nevertheless, 20 years after his death, his movement has doubled in size, spreading to more than 80 countries, and his impact resonates still. But what was the secret of the Rebbe's success and influence? What principles of leadership guided him? And how did he rally such extraordinary devotion and resolve? *Rebbe* explores Schneerson's overarching philosophies against the backdrop of treacherous history, revealing his clandestine operations to rescue and sustain Jews in the Soviet Union and his critical role in the expansion of the food stamp program throughout the United States. More broadly it examines how he became in effect an ambassador for Jews globally and how he came to be viewed by many as not only a spiritual archetype but a savior.

## Book Information

Audible Audio Edition

Listening Length: 18 hours and 51 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: HarperAudio

Audible.com Release Date: June 19, 2015

Language: English

ASIN: B00V5285XG

Best Sellers Rank: #43 in Books > Audible Audiobooks > Religion & Spirituality > Judaism #324 in Books > Religion & Spirituality > Judaism > History #417 in Books > Religion & Spirituality > Religious Studies > Leadership

## Customer Reviews

I got my copy of Telushkins Rebbe. Telushkin explained the man, gave his history and life ideas. This is not a conventional biography, rather, the author carefully chose a number of issues which capsule Schneerson's life. I liked Telushkin's assessment of Schneerson's controversial views, which take up a section of the book. The author rightfully disagrees with some of them. I found the book very enlightening and informative. It's an extremely well-researched text, bolstered with hundreds of source notes. What is immediately apparent, is the amount of effort Telushkin must have put into the research of this book. Telushkin's sources contain information he gleaned from tens of interviews he conducted with those who knew Schneerson, including President Reagan's adviser Gary Bauer and Israel's President Shimon Peres. I think this book deserves very high ratings. Highly recommendable.

I have been familiar with the Rebbe and Chabad for most of my life but only from a distance. But alas, Rabbi Telushkin is a favorite author of mine and he doesn't disappoint. I feel that I now have a more intimate familiarity and perhaps appreciation for the Chabad and certainly for Rebbe.

An amazing book for every Jewish (& non Jewish) home. Will change your life just like it did for the author. You will think speak & behave differently. How one person can be so great, and influence presidents, yet never losing sight of the individual even a child.

If you enjoy biographies, you may find this one even better than the usual accounts of a life. This book states its purpose is to reveal how The Rebbe expanded the small Chasidic Sect of Chabad into a gigantic worldwide presence. I saw a newspaper article in 2017 that said Chabad is now the largest Jewish group. I am not sure I believe that. Most people don't know how recently it was negligibly tiny among Jewish movements, but take its ubiquitous presence for granted, as if it has always been everywhere. This book does not solve the mystery of how that was done, but it does lay out the chronology, so those who are startled by the success of tiny Chabad startup communities may theorize for themselves about why those people are so successful at what they do.

It's not often that you read a book and as you're going through it, you say to yourself, "I should write about this topic, too." Apart from the excellent and inspirational writing style (which is a given with author Joseph Telushkin), the "Rebbe" book shared so many outstanding characteristics of one of the world's greatest leaders, that I started

taking notes so that I could write some articles on leadership. Rabbi Menachem Mendel Schneerson was not only a leader of the Jewish world, but presidents and prime ministers, business leaders, and people of all faiths sought his counsel and followed his ideas. Each chapter of the book highlights specific leadership traits of the Lubavitcher Rebbe and illustrates them with intimate details of personal stories. There's no better way to learn ideas of leadership than to watch a master in action. The Rebbe's hundreds of thousands of followers and millions of admirers will benefit from stories such as when the Rebbe stopped being able to see visitors for one-on-one meetings, he refused to see anyone on the grounds that he did not want to insult anyone's feelings. The governor of New Jersey, Thomas Kean, asked to meet the Rebbe, but was told, "I am bound by [a] basic tenet of our Torah which requires us to be extra careful in showing respect to all, including those who are less privileged in terms of stature and the like, and they would be embarrassed if they had the feeling that they have been discriminated against." His thoughtfulness for each individual is highlighted in many stories in the book. But the Rebbe could also see the big picture and consult with, for example, military leaders about war strategies, community leaders about bringing morality back to schools, and with all that, his attention to detail was unparalleled. The Rebbe exuded optimism as well, even in his language. He explained, "I have stopped using the word 'deadline,' substituting instead 'due date,' the first term which is so widely used connoting the end of life and the second, life's beginning." The Rebbe's respect for his own teachers also shows an amazing sense of humility. He often quoted his father-in-law, the previous leader of Chabad, as saying, "When two people meet, it should bring benefit to a third." Imagine if more people had that outlook on life! I am happy that over twenty-five years ago my college Chabad rabbi insisted that I drive to Brooklyn to meet the Rebbe and get a dollar, which was a gift the Rebbe gave to people to encourage them to give charity. Telushkin's book will be a wise addition to anyone's reading list.

Lucid, interesting and meaningful read. I am generally not a big reader, but once I picked this up I had a hard time putting it down. Thank you Rabbi Telushkin.

A wonderful portrait of the Rebbe of Brooklyn. Many inside stories of how the Rebbe functioned and his advice to World Leaders and the ordinary people who came for advice. A giant of our times, the Rebbe, was able to start a movement to bring light to Jews all over the world with love and acceptance. There is a saying that from Moses to Moses there is only Moses and that would hold

true for the Rebbe who is truly not replaceable. It will take generations for some scholar to come forward and try to match this great person. His Chabad movement is now all over the world, every country with learning and justice and peace. Hopefully Jews and non Jews will take advantage of this great opportunity which will bring them peace and contentment.

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