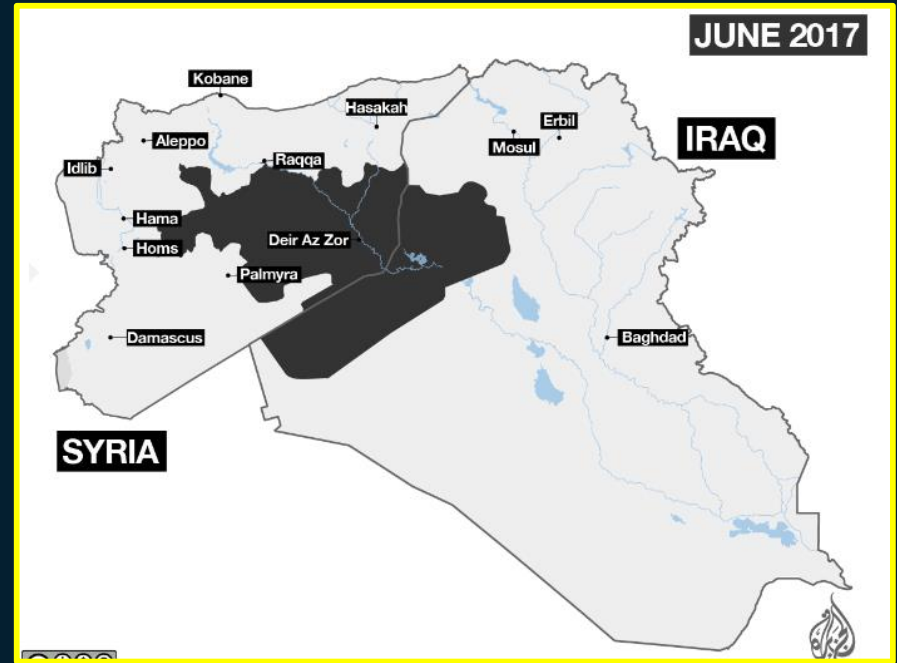
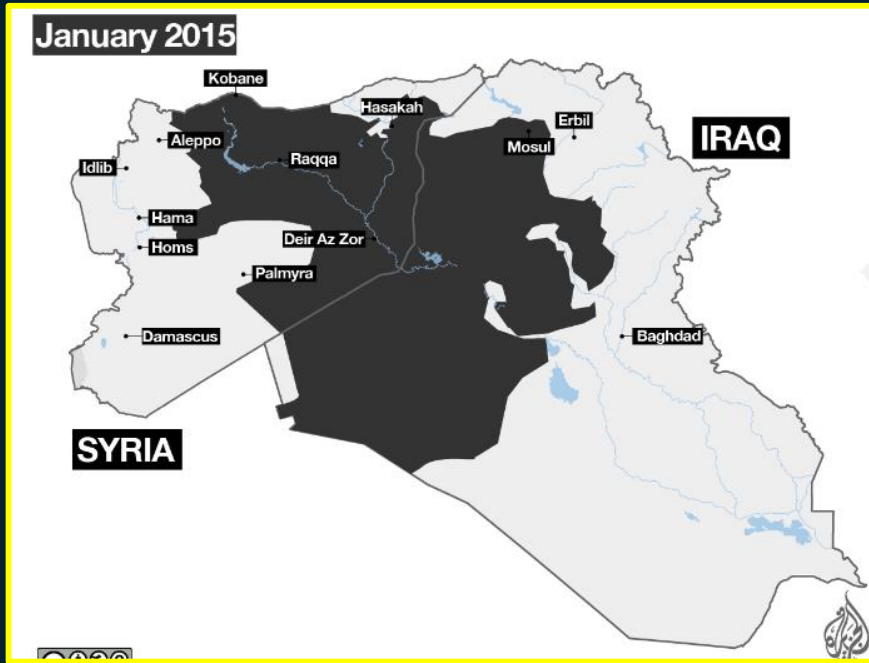




ISIS – A Worldwide Marketing Success

Anat Hochberg-Marom, Ph.D.

Shrinking ISIS



TERRORISM



**80% join ISIS via
Peer-to-Peer
Relationships**

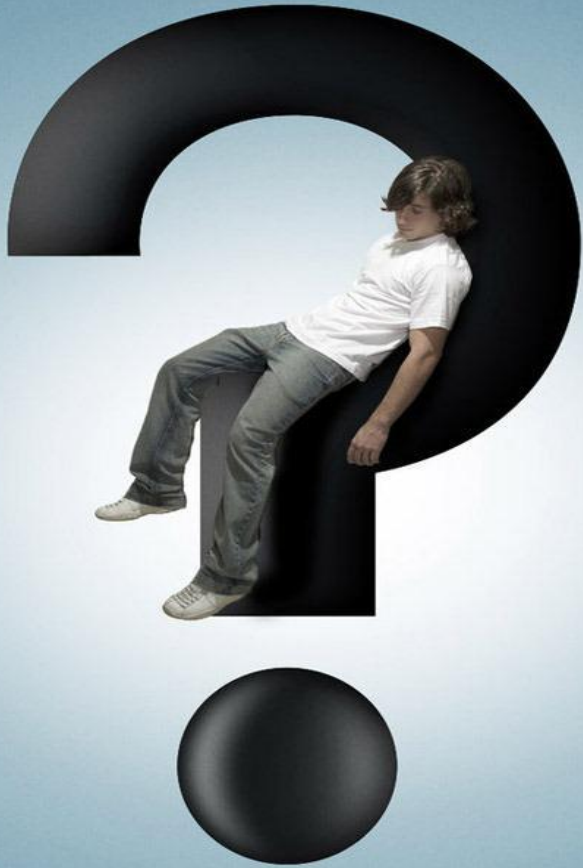


65% under the age of 30

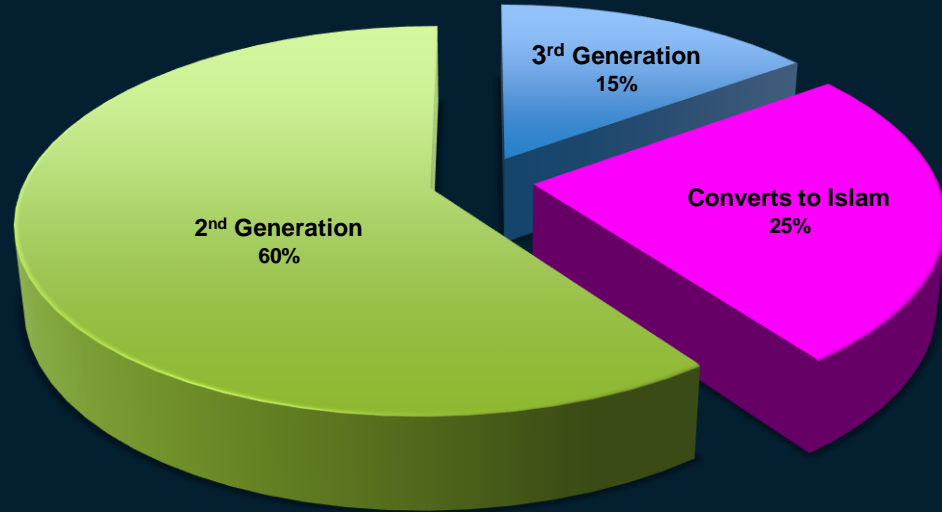


35% users of the internet

85 million citizens of the social media



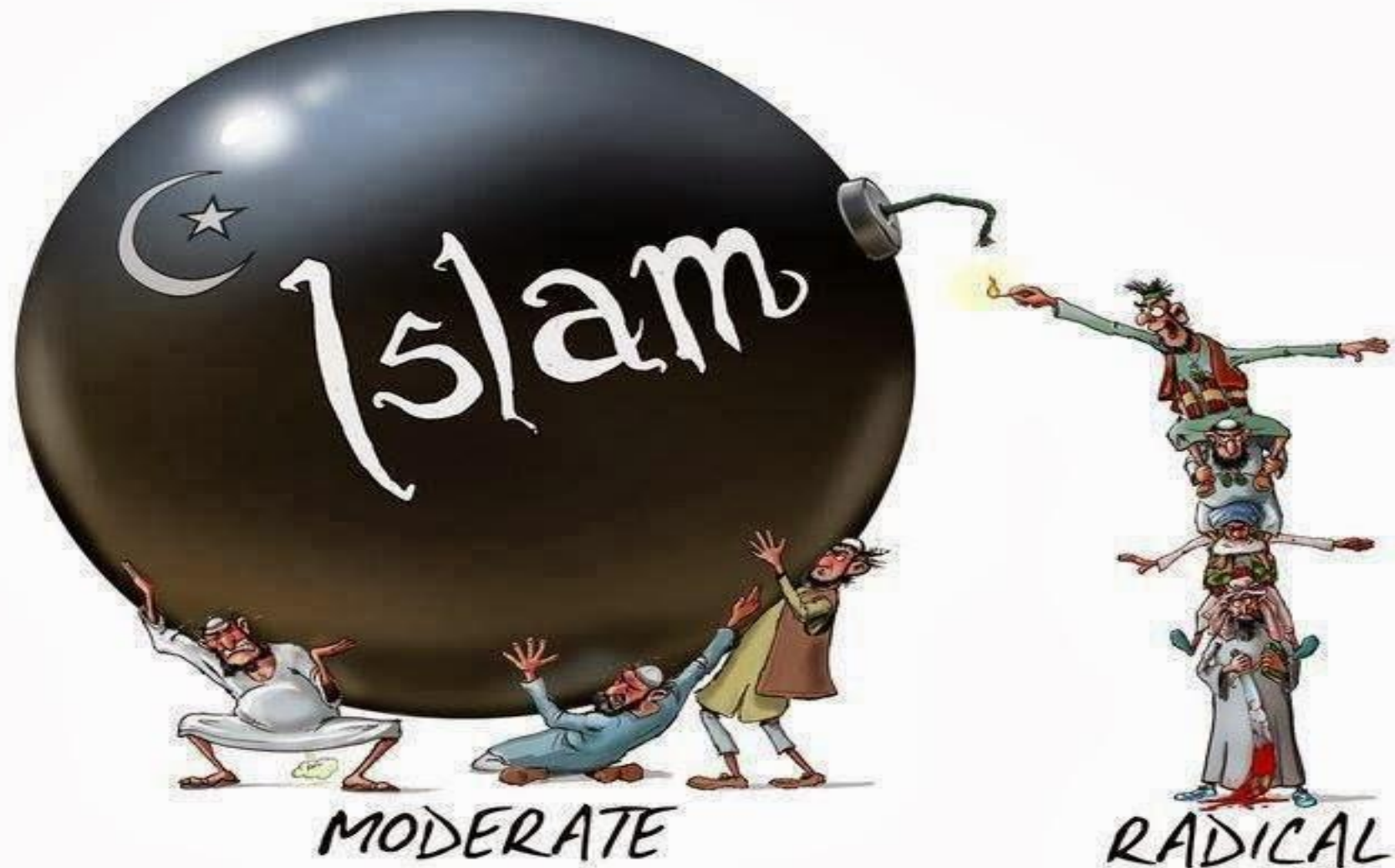
ISIS Recruits



**20% of ISIS
European
Recruits
are Women**



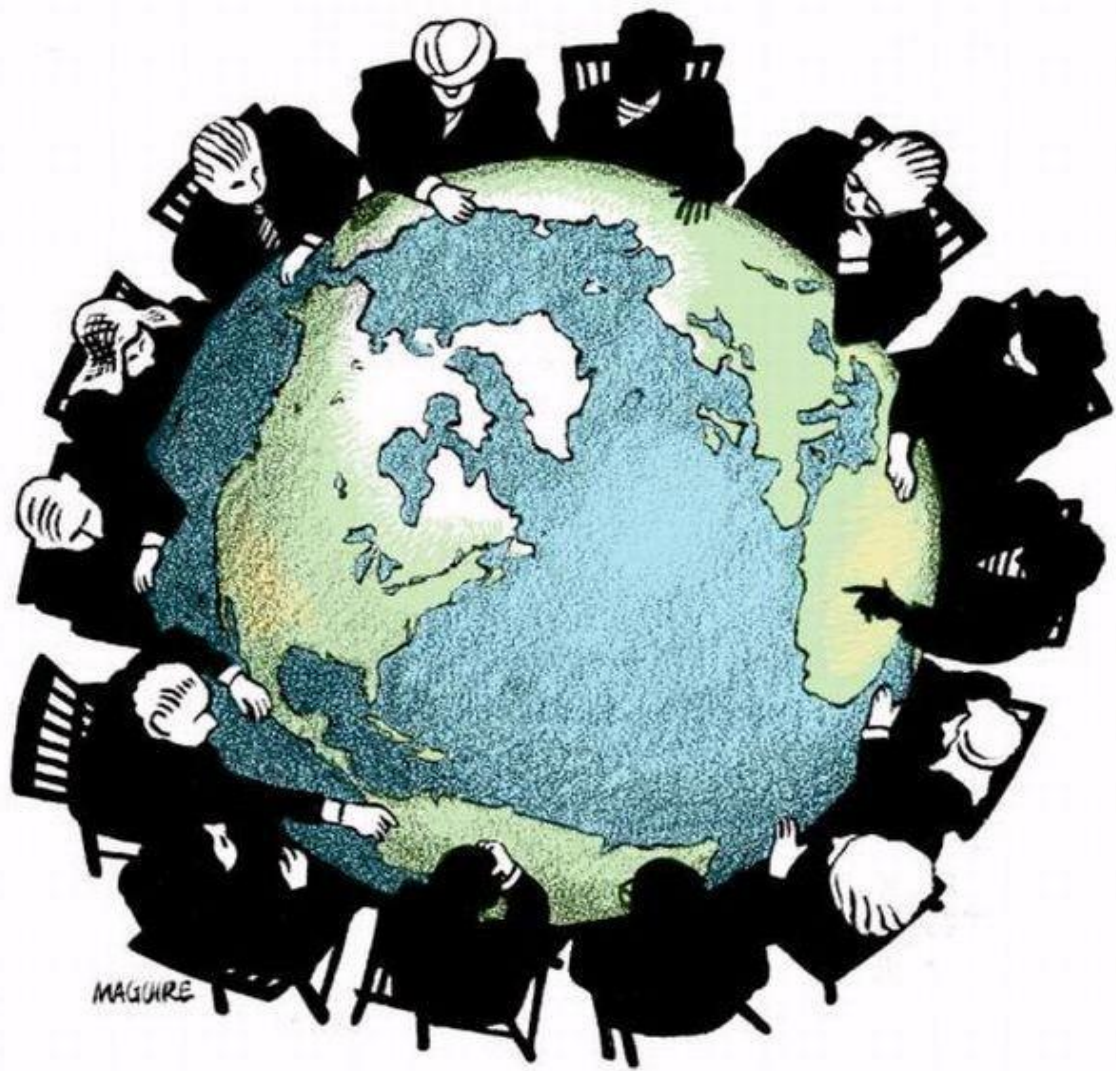
July 2017



MODERATE

RADICAL

Inter-religions
Inter-cultural
International
Coalition



July 2017



Anti-Jihadist Ramadan Advert Goes Viral

*“Worship
with love,
not terror”*

<https://www.youtube.com/watch?v=f8HjcWOeE9o>



THANKS!

Anat Hochberg-Marom, Ph.D.

Questions?

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