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American Jews in Text and Context: Jacob Behrman and the Rise of a Publishing



Author: [Jonathan Krasner](#)¹

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This article explores the career of Jacob Behrman (1921–2012) and the growth of Behrman House from a small Jewish publisher of Jewish religious school textbooks. Behrman's success owed in part to his ability to appeal to the vast consumers' needs and reflect their outlook and values, to eschew partisanship and play down ideological differences. In addition, I make the case that Behrman House elevated the field of Jewish education by raising the quality of Jewish education, its ascendancy played a role in redefining the goals of Jewish education and its undergirding ideological thrust. Behrman's model of Jewish education or a monolithic vision for the Jewish community, but rather, by business exigencies and the needs of the Jewish peoplehood and culture.



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