

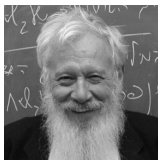
PRAISE FOR PEOPLE OF THE WORD

“I like it very much...It is a very successful attempt at bridging the gap between Jewish traditional lore and academic knowledge.”



CYRIL ASLANOV, PHD
Hebrew University of Jerusalem
Chairman, International Center for University Teaching of Jewish Civilization
Member, Academy of the Hebrew Language

“Thank you very much for sending your book. I did indeed dip into it and found it very interesting and well-written. Indeed, ‘the voice is that of Jacob, yet the hands are those of Esau.’”



ROBERT JOHN (YISRAEL) AUMANN, PHD
Nobel Prize Winner in Economic Sciences

“*People of the Word* is filled with insightful life lessons from major works of the Jewish tradition that inspire and attest to the richness of Jewish teachings. It’s a reminder of the ways in which those teachings speak to the human condition and invite us to be our better selves.”



CAROL BAKHOS, PHD
Professor, Jewish Studies
Director, Center for the Study of Religion
University of California, Los Angeles

“*People of the Word* beautifully illustrates how words create worlds, and how concepts conceive. If you’d like to learn more about Judaism, and no less so about yourself, this splendid book is a must-read.”



TAL BEN SHAHAR, PHD
Best-selling author
Happiness Studies Academy
Potentiallife
Former lecturer of Harvard’s most popular course

“What a fantastic idea—and what a brilliant way to capture the essence and uniqueness of Judaism by a deeper understanding of the etymological roots of just fifty words. In Jewish tradition, words do not simply define; they were

used by G-d to create. They represent the very essence of divine intent. Hidden beneath the surface, Hebrew words contain the biblical perspective that reveals their distinctive grasp of emotions, feelings, insights, and philosophic truths that represent some of the greatest contributions of Judaism to the world—if only it understood them. What a remarkable and wondrous work by the authors in a book that will give you great joy—and see why the word *simchah* is far better to describe the feeling than the English word happiness.”



RABBI BENJAMIN BLECH, PHD
Professor of Talmud, Yeshiva University

“With their marvelously conceived and presented *People of the Word*, Mendel Kalmenson and Zalman Abraham have produced a work that should sit on every Jewish bookshelf and enrich the lives of countless readers, whatever their faith and affiliation. Recognizing that a people’s life revolves around the words it values, they take us deep into the words on which Judaism has constructed its values, from Happiness and Love to Sin and Messiah, spiced with Hasidic tales and Midrashic moments, each of the 50 sections ending with a Big Idea—and grounded on an informed understanding of the workings of the Hebrew language. An endless source of Jewish insight.”



LEWIS GLINERT, PHD
Professor of Hebrew Studies, Dartmouth College
Author, The Grammar of Modern Hebrew, The Joys of Hebrew, Hebrew in Ashkenaz, Mamme Dear, and The Story of Hebrew.

“I highly recommend this new book *People of the Word* to anyone interested in discovering the secrets of life from a Jewish perspective. Each chapter takes the reader on an etymological journey to the great ideas that continue to shape Jewish life, thought, and culture to this day.”



RABBI YITZCHAK DOVID GROSSMAN
Chief Rabbi of Migdal HaEmek
Founder and Dean, Migdal Ohr
Member, Chief Rabbinate Council of Israel

“With deep knowledge and thoughtful attention to contemporary concerns, readers find clear and lively explanations of key concepts of Judaism.”



SUSANNAH HESCHEL, PHD
Eli M. Black Distinguished Professor of Jewish Studies, Dartmouth College

“*People of the Word* is brilliant, inspirational and thought-provoking. My only criticism? I didn’t write it.”



DORON KORNBLUTH
Co-founder, Mosaica Press; Journalist, author, and lecturer

“*People of the Word* condenses decades of learning into a clear roadmap for spiritual, ethical, and positive living. The Rabbis open up a dimension of human potential for a broad readership that has been held deep within Jewish wisdom. In short, an invitation to see and live in an added dimension.”



LISA MILLER, PHD
*Professor, Columbia University and NYT bestselling author of *The Spiritual Child* and *The Awakened Brain**

“There is no one word that would suffice in praise of this work. The authors’ explanation of the etymology and depth behind each Hebrew word is humbling and inspiring. There is simply no parallel in any other language.”



RABBI EDWARD I. REICHMAN, M.D.
Professor, Albert Einstein College of Medicine, Department of Emergency Medicine and Department of Epidemiology & Population Health

“Never before in history has there been such a widespread need for practical spiritual wisdom. *People of the Word* delivers with both wit and scholarship.”



DAVID H. ROSMARIN, PHD
*Associate Professor, Harvard Medical School
Founder, Center for Anxiety*

“Nice happiness chapter. I agree with your conclusions...”



MARTIN E P SELIGMAN, PHD
*Zellerbach Family Professor of Psychology
Director, Positive Psychology Center
University of Pennsylvania*

“This eminently readable volume centers on the discussion of significant Jewish terms as a means to place key... teachings into the wider framework of the history of our civilization. Readers will be greatly inspired by the wisdom of these eternal teachings and their relevance to our modern lives.”



LAWRENCE H SCHIFFMAN, PHD
Judge Abraham Lieberman Prof. of Hebrew and Judaic Studies, Director, Global Network for Advanced Research in Jewish Studies, New York University

“Whether you are a linguist or just a person like me that loves words and ideas, you are in for a singular treat with *People of the Word*. The Baal Shem Tov brought our attention to the fact that the Biblical word for ark, Taivah, also means word in the Hebrew language. Words, Kalmenson and Abraham teach us, are more than just utilitarian agents we use to communicate and otherwise navigate life. Like Noah was commanded to do with the Biblical ark, these authors have opened a Tzohar, a window, into each word, brilliantly illuminating how fifty distinctive terms have shaped our people and protected our uniqueness from the various cultural deluges experienced throughout our storied history.

Warning: this book is highly addictive; like a box of assorted, rich, delicious truffles each entry is filled with surprises and best savored slowly, one at a time. Bon Appetit!”



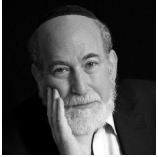
RIVKAH SLONIM
Author, lecturer, and Co-director of The Rohr Chabad Center for Jewish Student Life at Binghamton University

“This book is so relevant to today’s world, it could have been titled ‘Fifty Words That Shaped Humanity.’”



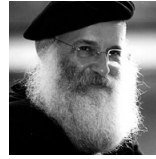
DAVID SUISSA
*Publisher and Editor-in-Chief
*The Jewish Journal**

“This book is filled with information and mind-expanding insights that will deepen your knowledge of Hebrew and your understanding of life. Rabbis Kalmenson and Abraham’s wisdom is prodigious and they have produced a book that the Jewish community really needs both for its erudition and its compelling readability.”



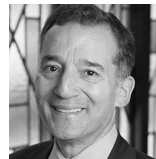
RABBI JOSEPH TELUSHKIN
Bestselling author of more than 15 books, including volumes about Jewish ethics and Jewish literacy.

“A brilliant concept, expertly and adroitly executed. Combines wisdom insights with profound spiritual truths, while focusing ostensibly on mere words - but very special words that underlie the meaning of life.”



RABBI LAIBL WOLF, PHD
International lecturer, author of Practical Kabbalah, and founder of SpiritGrow

“A clear, wise, and charming book to learn fundamental Jewish concepts tied to Jewish language for students, teachers, and seekers alike.”



RABBI DAVID WOLPE
*Senior rabbi, Sinai Temple
Columnist
Author of eight books on Jewish thought*