



The Mossad

Underlying the Mossad's success in branding itself as a Superbrand is the product authenticity: this is unquestionably one of the best, if not the best, intelligence agencies in the world. At the same time, its establishment as leading brand in the category of secret intelligence organizations was facilitated by the secrecy hovering over it, the romantic aura created through movies and books, and the fact that this involves a myth that no one wants to undermine

The Mossad Institute for Intelligence and Special Operations, better known by its shorter name The Mossad, is Israel's secret service organization that collects civilian and military information and is involved in clandestine defense operations outside the country.

Not only in Israel, but around the world as well, the Mossad is a Superbrand and is considered – rightly so – one of the most successful intelligence agencies in the world.

The Mossad was assigned by the State of Israel with the responsibility of intelligence gathering, intelligence analysis and carrying out special secret operations outside

the country. It does so by handling agents, electronic information gathering, maintaining intelligence liaison and diplomacy.

Throughout the years, the Mossad was in charge of special duties, such as assassinations of heads of terror organizations, helping Jewish communities around the world in trouble, and hunting Nazi war criminals.

The History of the Mossad

On December 13, 1949, Israel's first prime minister, David Ben Gurion assigned Reuven Shiloah, who was consultant to special duties in the Foreign Ministry and formerly member of the state department of the Jewish Agency, to establish and head the Central Institute of Intelligence Activity Coordination.

The Mossad's reputation began forming around the world when it successfully smuggled out to the West the secret speech of Nikita Khrushchev given on February 24, 1956 at the Soviet Communist Party conference, during which he condemned Stalin's crimes.

Another Mossad achievement was the discovery of the Nazi criminal Adolf Eichmann's hiding place in Argentina and his subsequent capture by Mossad agents.

Most of the Mossad's operations are secret but its operations, which earned official publicity or clear confirmation include: Operation Yahalom (i.e. "Diamond"), in which a soviet Mig21 jet fighter was brought by an Iraqi defector in 1966; Operation Wrath of God, which involved the assassination of the Arab terrorists responsible for the massacre of Israeli athletes at the Munich Olympics, assistance to IDF forces to identify and assassinate senior PLO terrorists in the heart of Beirut during Operation Spring of Youth in 1973, gathering of intelligence that facilitated Operation Entebbe in 1976 (releasing hostages from an hijacked Air France flight), the kidnapping of a nuclear technician named Mordechai Vanunu in Rome in 1986, laying the groundwork for the rescue of Ethiopian Jewish community in Operation Moses and Operation Solomon, etc.

The Mossad as a Brand

There is no question that underlying the Mossad's success at branding itself as a leading brand in the intelligence and espionage community is an unequivocal product truth: it is indeed an efficient and effective organization. Still, the aura associated with the name of the Mossad,



Letter from David Ben Gurion in 1949 that establishes the Mossad



The Mossad obtains intelligence that assisted in the release of the hostages in Entebbe



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as well as the increase in its image equity, began to be reflected even before its operations were exposed and even before its name became known to the public.

Until 1960, nearly no mention was made of Mossad operations. Beginning in 1960, media reports about the Mossad were only implied, and in the beginning of the

1970s, the publications continued to be no more than a hint. The Israeli journalists avoided any

mentioning of the organization's official name, thereby contributing to the secrecy of its activity during those years. At the same time, in Western and Arab nations, the Israeli Mossad began to seize a respectable place in popular culture and the press, and was used as a symbol representing all Israeli intelligence activity. This trend increased as of the beginning of 1980.

All of these factors built the Mossad brand as a secret organization that demonstrates wisdom, roughness, sophistication, daring and even cruelty against enemies of Israel and the Jewish nation. In the World's Secret Organizations category, the Mossad is positioned as an efficient, quality organization that other organizations strive to be and whose awe-inspiring operations cause its enemies paralyzing fear.

Naturally, secrecy and confidentiality camouflage the

Mossad's operations, as in any other intelligence agency in the world. This obscurity, however, contributes to brand equity, making it a source of speculation and increasing the romantic aura of the organization, which is increased due to spy movies, books and press items.

Because the Mossad has tried to avoid exposure in the press since the 1960s, the vagueness over the organization has been maintained, thereby increasing the aura of mystery hovering over the organization.

At the same time, it would be interesting to see when failed operations are exposed, such as the assassination of the waiter in Lillehammer, the attempted assassination of Hamas' leader Haled Mashaal or the capture of the Mossad agents in Switzerland and New Zealand, the status of the brand might be temporarily undermined but improves upon knowledge of success.

In addition, the Israeli collective, which perceives the Mossad as the country's secret weapon against its enemies, does not attribute failures to any significant flaw in the organization but to the fact that the organization is not omnipotent and fail-proof, but is the best in the world.

Things You Didn't Know About the Mossad

- The emblem of the Mossad is the menorah from the Temple as it appears on the Titus Gate.
- The Mossad Slogan "Where there is no guidance, a nation falls, but in an abundance of counselors there is safety". Is taken from Proverbs (11:14). The motto used to be "For by wise guidance you can wage your war" (Proverbs 24:6).
- A Google search of the Mossad has 1.98 million results.
- The Mossad website allows candidates to submit their applications to dozens of positions in the organization.

In Israel, the Mossad has become a myth in defense and security of our existence. Myths, by nature, tend to reinforce themselves over time, and the myth of the Mossad is unique because Israeli civilians also have an interest in maintaining it. No one wants to get up one morning to discover that the myth of the Mossad, which provides existential defense and security, is not real. As such, Israelis find it more comfortable, from a psychological standpoint, to repel criticism that destroys it, even if it is true, because the alternative – debunking of the myth, is unacceptable to them.



Mossad agents who convinced an Iraqi Mig-21 pilot to defect to Israel



Mossad field agents helping the Ethiopian Jewish immigration

1949
David Ben Gurion orders the establishment of the Mossad Institute of Intelligence and Special Operations.

1956
Mossad agents obtain the secret speech of Nikita Khrushchev.

1960
Adolf Eichmann is located in Argentina by the Mossad and brought to trial in Israel.

1972
Start of Operation Wrath of God to assassinate those responsible for the massacre of Israeli athletes at the Munich Olympics.

1984
Preparing the grounds for the rescue of Ethiopian Jews in Operation Moses.

2008
According to foreign sources: responsible for the assassination of Imad Mugniyah, a senior Hizballah leader, in Damascus.