

Zor Alef and the Unitarian Teaching – between Bulgaria, Russia and the EU

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(Summary)

The author discusses one of the “spiritual leaders” and his teaching in the post-socialist space – Zor Alef. Several basic characteristics of the founder of the Unitarian teaching and his adepts in the context of the post-socialist space in the so called “transition period” are presented in the paper:

1. The network-based marketing and the religious marketing as survival strategies;
2. The typology of the adepts of spiritual teachings;
3. The spiritual education and the transnational character of Zor Alef’s teaching in the context of the post-modern society.

The author aims – as far as possible – to present the changes in the Bulgarian (and even broader – in the post-socialist) spiritual space and its path from the clairvoyants and healers to spiritual teachers.