



Exploring the Depth of ‘Alternatives Strategy’ – The Multi-Pronged Zionist Operations to Dominate (Palestine)

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Abstract

This paper provides a systematic examination of "Alternatives Strategy" as both a theoretical construct and a practical framework, with specific application to the strategies employed by Zionist movements and the Israeli state in pursuing territorial expansion, demographic transformation, and global influence. The study integrates multiple disciplinary perspectives—strategic management theory, political science, negotiation theory (BATNA), settler-colonial analysis, social engineering, and behavioural economics—to develop a comprehensive analytical toolkit for understanding the depth and how multi-track strategies operate cumulatively to transform realities on the ground.

The research traces the historical evolution of Jewish-Zionist strategic thinking from the Uganda Scheme (1903) through contemporary operations, demonstrating how the movement has consistently maintained parallel alternative tracks as diplomatic/legal, physical/settlement, demographic, economic, and information/cognitive (Hasbara)—that function not sequentially, but simultaneously and cumulatively. Through detailed analysis of primary sources, historical documents, and contemporary case studies, including the ongoing war on Gaza, the paper reveals how setbacks on any single track are strategically absorbed through pivoting to other tracks, ensuring continuous progress toward long-term objectives regardless of diplomatic obstacles or international opposition. A significant contribution of this paper is the development of a novel visual framework, the "Cumulative Alternatives Strategy Framework," which illustrates the mechanism through which five parallel tracks are integrated through interconnected Zionist networks, leveraging social engineering and behavioural economics to produce a transformed "Overall Reality on the Ground." The framework is further elaborated through four sequential phases (Initial State, Parallel Activation, Obstacle and Pivot, and New Baseline), demonstrating how the strategy creates strategic ambiguity, ensures continuity, and progressively renders outcomes irreversible.

The paper also examines the sophisticated application of social engineering and behavioural economics as core components of this strategy, including AI-powered narrative control, algorithmic manipulation of search engines and large language models, targeted demographic exploitation through influencer networks (the Esther Project), geofencing and VR-based psychological operations targeting evangelical communities, and the weaponization of technology through mass surveillance and cognitive infiltration. These mechanisms collectively shift the battlefield from physical territory to the cognitive domain of global public opinion and individual digital space.

The research concludes by identifying theoretical implications, including the distinction between cumulative versus sequential alternatives, the dynamic nature of BATNA in protracted conflict, and the deep connections between alternatives strategy and identity construction. Finally, the paper offers strategic recommendations for pro-Palestine empathisers, international civil society, researchers, and solidarity movements, emphasising the necessity of developing countervailing alternatives—national unity, international accountability (BDS), steadfastness resilience (Sumud), narrative production, and legal remedies that can operate cumulatively to challenge and ultimately dismantle the Zionist cumulative alternatives strategy.

Keywords: Alternatives Strategy, Jewish-Zionism, Settler Colonialism, Strategic Planning, BATNA, Information Warfare (Hasbara), Palestine, Social Engineering, Behavioural Economics, Cumulative Alternatives Framework, Multi-Track Strategy, Cognitive Warfare, Digital Influence Operations

1. Introduction

The concept of "alternatives strategy" has emerged as a significant analytical framework across multiple disciplines, including business management, investment finance, organisational planning, and political science. At its core, the alternatives strategy represents a fundamental recognition that successful long-term planning cannot rely upon a single pathway to achieve

objectives. Rather, it requires the development of multiple parallel or contingent approaches that can be activated as circumstances change or primary strategies encounter obstacles. Khalaf et al, (2025)^[17].

This paper seeks to accomplish two primary objectives. First, it provides a comprehensive introduction to the concept of 'alternatives strategy', drawing upon theoretical frameworks from strategic management, negotiation theory, and organisational planning. Second, it applies this framework to analyse how Zionist movements—from the early days of political Zionism through the contemporary Israeli state—have employed alternatives strategy as a mechanism for territorial expansion, demographic transformation, and global influence. Buheji and Hasan, (2024)^[8, 16].

The significance of this inquiry extends beyond academic interest. Understanding how adversaries employ alternatives strategy is essential for developing effective counter-strategies. As Gallagher et al, (2015)^[15] note, strategy formulation requires generating alternative strategies for consideration, and understanding an opponent's strategic alternatives is vital for any party engaged in protracted conflict. This paper thus aims to contribute both to the theoretical literature on strategic alternatives and to the practical understanding of the Zionist extended occupation of Palestine. Buheji, (2024)^[7].

2. Literature Review

2.1. The Concept of 'Alternatives Strategy'

The term "alternatives strategy" encompasses multiple meanings across different fields of inquiry. In strategic management, Chandler, (1962) defined strategy as "the determination of the basic long-term goals of an enterprise, and the adoption of courses of action and the allocation of resources necessary for carrying out these goals". Within this framework, alternative strategies represent distinct viable options developed during the strategic planning process—parallel paths an organisation could take to achieve its long-term goals, considered alongside the primary strategy. Khalaf et al, (2026)^[17].

Gallagher et al, (2015)^[15] developed a systematic approach to generating strategy options adapted from the intelligence community's "Alternative Futures" methodology, also known as scenario planning. Their approach involves identifying strategy drivers based on organisational core values, expressing choices as polar extremes, grouping them by compatibility, and selecting the most influential groups as axes of a 2x2 matrix where each quadrant represents an alternative strategy. These strategies are then evaluated, accounting for organizational range of potential activities and future uncertainty.

In the investment world, "alternative strategies" refer to approaches outside traditional stocks, bonds, and cash. Sokołowska, (2015)^[27] defines alternative investments as those employing sophisticated strategies to produce positive returns in different market conditions, offering low correlation to traditional investments. Morgan Stanley notes that alternative strategies can provide higher yields, lower volatility, and returns uncorrelated with stocks and bonds, serving as potential hedges against market uncertainty. This can also be applied to strategic manoeuvring in other real-life situations.

In political science and negotiation theory, the concept of BATNA—Best Alternative to a Negotiated Agreement—developed by Harvard researchers, represents perhaps the

most influential application of alternatives thinking. As the literature explains, a negotiator's real strength lies not in what they demand but in what they will do if negotiation fails. A strong alternative enables confident negotiation and rejection of unfair terms, while a weak alternative leaves one at the mercy of the other party.

2.2. Alternatives Strategy in Political Context

Brockmann, (2001)^[5] offers insights from evolutionary biology that illuminate political applications of alternatives strategy. Studying alternative phenotypes in nature, Brockmann notes that discrete variation where one entity has more than one means of achieving the same functional end requires evolutionary explanation. Drawing on sex-allocation literature, Brockmann suggests categorising alternative phenotypes as irreversible or lifetime patterns versus reversible or facultative patterns, which can be further subdivided into sequential and simultaneous.

This biological framework has direct relevance to political strategy. When environmental conditions that favour two phenotypes are unpredictable and change frequently, selection favours entities that invest in what is necessary to perform in either role. Under most circumstances, the entity will use decision rules based on information about what maximises fitness, but if the individual does not have such information yet must choose between exclusive alternatives, selection will favour an arbitrary decision rule.

Chenery and Elkington, (1973)^[13] in their World Bank working paper "Alternative Strategies for Development," provided an empirical framework for classifying development strategies based on observed economic performance. Their inductive approach identified four principal development strategies—Primary Specialisation, Balanced Allocation, Import Substitution, and Industrial Specialisation—based on deviations from "normal" structural patterns for a country's specific income level and size. Importantly, Chenery recognised that observed patterns often reflect policy implementation results rather than mere intentions, and that heavy reliance on external capital or extreme protectionism is often transitory rather than permanent.

2.3. Zionism and Strategic Thought

The literature on Zionist strategic thought reveals a movement deeply engaged with questions of alternatives from its inception. Seliktar, (1983)^[23] examined the "New Zionism" as an ideological evolution responding to changing circumstances. Zouplna, (2008)^[29] analysed Revisionist Zionism, exploring the gap between image, reality, and historical narrative. Yadgar, (2024)^[28], in "To Be a Jewish State: Zionism as the New Judaism," examines how Zionism transformed Jewish identity and political consciousness. Butler, (2012)^[12].

Nimni's edited volume "The Challenge of Post-Zionism: Alternatives to Israeli Fundamentalist Politics" (2003) presents the post-Zionist argument as an "antidote to growing Israeli fundamentalism." The book challenges fundamental myths surrounding Israel's early history and contemporary identity, with contributors examining the debate's meanings, ambiguities, and prospects. Key themes include critique of traditional Zionist narratives (especially regarding the 1948 Arab-Israeli War and Palestinian refugee problem), advocacy for Israel to become a "state of all its citizens" rather than a specifically Jewish state, and examination of implications for

marginalised groups, including Palestinians in Israel, Mizrahi Jews, and women. Ahram Online, (2026)^[2].

Locker-Biletzki, (2025)^[18], in a scholarly article published in the Review of Radical Political Economics, argues that imperialism and empire-building were not forces external to Zionism but internal to its ideological and economic practices. Analysing capital transfer to pre-1948 Palestine and studying the writings of Ze'ev Jabotinsky and David Ben-Gurion, Locker-Biletzki shows how "small empire building" was part of Zionist/Israeli thought and practice from the 1920s, phrased initially in the explicit language of European imperialism and colonialism before being reshaped as European empires collapsed into the language of Israeli security.

3. Methodology

This study employs a multi-method qualitative approach combining theoretical analysis, historical examination, and a contemporary case study. The research design follows four stages.

The first stage is focused on conceptual framework development. Drawing upon strategic management literature, negotiation theory, and political science frameworks, the study first develops a comprehensive understanding of 'alternatives strategy' as an analytical tool. Key sources include Gallagher et al, (2015)^[15] on systematic strategy generation, Brockmann, (2001)^[5] on evolutionary perspectives, and Chenery and Elkington, (1973)^[13] on empirical classification.

Then a historical analysis is conducted. In this stage, the study examines Zionist history from the late nineteenth century through the present, identifying moments when alternative strategies were proposed, debated, and implemented. Sources include scholarly works on Zionist history, settler-colonial theory, and primary documents where available.

The third stage tackles the contemporary case studies where current applications of 'alternatives strategy' by the Israeli state are analysed, focusing on three domains: territorial expansion and settlement policy, demographic transformation and ethnic cleansing, and global propaganda and information warfare (Hasbara). Dart, (2016)^[14].

The last stage of the methodology uses comparative analysis, where the study compares Zionist strategic approaches with theoretical frameworks of alternatives strategy to identify patterns, innovations, and implications for understanding protracted conflict.

4. Application and Analysis

4.1. Alternatives Strategy in Early Zionist Thought

The history of political Zionism reveals a movement deeply engaged with questions of alternatives from its earliest days. Theodor Herzl, the founder of political Zionism, demonstrated sophisticated strategic thinking in his pursuit of a Jewish state, maintaining multiple parallel tracks toward his objective while adapting to changing circumstances.

The most dramatic example of alternatives strategy in early Zionism was the Uganda Scheme of 1903. When the British government offered territory in East Africa for Jewish settlement, the proposal generated intense debate within the Zionist movement. The Uganda Scheme pitted two strategic alternatives against each other: the immediate need for a safe haven for persecuted Eastern European Jews versus the traditional, spiritual longing for Zion. While the proposal was

ultimately rejected at the Seventh Zionist Congress in 1905, it led to the formal establishment of the Jewish Territorial Organisation (ITO), which continued searching for territory in Canada, Australia, and South America until the 1920s. Alroey, (2008)^[3].

This episode reveals several characteristics of alternatives strategy in Zionist practice. First, the movement maintained strategic flexibility, seriously considering options that diverged from its stated ideological commitment to Palestine. Second, even after rejecting the Uganda Scheme, the debate generated institutional capacity—the ITO—that could pursue alternative approaches. Third, the movement demonstrated the ability to manage internal division while maintaining overall cohesion toward the ultimate goal of Jewish sovereignty.

The writings of Ze'ev Jabotinsky, founder of Revisionist Zionism, reveal explicit strategic thinking about alternatives. In his 1923 essay "The Iron Wall," Jabotinsky argued that Zionist colonisation could only succeed if backed by military force capable of overcoming Arab resistance. However, he also envisioned that once the "iron wall" was established, circumstances would change, making negotiation possible. This represents a sequential alternative strategy: military dominance as a prerequisite for eventual diplomatic accommodation.

David Ben-Gurion, Israel's founding father, similarly demonstrated a sophisticated understanding of alternatives. Locker-Biletzki, (2025)^[18] notes that Ben-Gurion's strategic thinking incorporated both immediate practical considerations and long-term vision. Ben-Gurion accepted the 1947 UN partition plan as a tactical necessity while maintaining the strategic objective of territorial expansion when circumstances permitted.

4.2. Territorial Alternatives: From Uganda to Greater Israel

The territorial dimension of the Zionist alternatives strategy has evolved significantly over the past century. The Uganda Scheme represented an alternative to Palestine. Contemporary Israeli territorial strategy, however, involves multiple alternatives pursued simultaneously within the Palestine/Israel context. Alroey (2008)^[3].

The concept of "Greater Israel" (Eretz Yisrael Hashlema) represents the maximalist territorial objective. According to sources, Theodor Herzl used the expression "Israelite sovereignty from the Nile to the Euphrates" in his writings. While scholars debate whether this represented literal territorial ambition or rhetorical flourish, the concept has persisted in Zionist thought. Jabotinsky's Revisionist movement explicitly advocated for Jewish sovereignty over both sides of the Jordan River. Contemporary Israeli politicians have articulated similar visions: Bezalel Yoel Smotrich, Israel's Finance Minister, declared in 2024, "I say clearly and unequivocally; we want a Jewish state whose borders extend from Jordan, Saudi Arabia, and Egypt to Iraq, Syria, and Lebanon". However, the practical implementation of territorial ambition has involved 'multiple alternative tracks' operating simultaneously:

Alternative Track A: Direct Military Conquest and Annexation

This track operates when conditions permit. The 1948 war resulted in Israeli control over 78% of historical Palestine, far exceeding the partition plan boundaries. The 1967 war

brought the West Bank, Gaza Strip, Golan Heights, and Sinai Peninsula under Israeli control. The 1982 Lebanon War extended the Israeli military reach to Beirut. The latest war in Gaza, which started in October 2023, represents the latest iteration of this track. Aly et al. (2025) ^[4].

Alternative Track B: Incremental Settlement Expansion

When full-scale military conquest is not feasible or politically costly, settlement expansion proceeds gradually. Since the beginning of Israel's war on Gaza in October 2023, the land seizure in the West Bank has shifted from creeping settler encroachment to a vicious military-backed campaign of territorial theft. In 2024 alone, Israel seized 10,640 dunams of West Bank land—the largest such project in 30 years. Aly et al, (2025) ^[4], Buheji, (2025) ^[6].

Alternative Track C: Administrative and Legal Measures

This track involves changing legal and administrative frameworks to facilitate control without formal annexation. Examples include the Jerusalem Law (1980) annexing East Jerusalem, the Golan Heights Law (1981), and the application of Israeli law to West Bank settlements through military orders and civil administration.

Alternative Track D: Demographic Transformation

This track operates through population transfer—both the expulsion of Palestinians and the importation of Jewish settlers. The 1948 Nakba involved the expulsion of approximately 750,000 Palestinians. Since 1967, approximately 700,000 Israeli settlers have been established in the West Bank and East Jerusalem. The current Gaza war has seen renewed displacement, with over 90% of Gaza's population internally displaced. Buheji et al, (2025) ^[11], Hasan and Buheji, (2024a) ^[16, 8]

These tracks function cumulatively rather than exclusively. When one track encounters obstacles—for example, international opposition to formal annexation—the other tracks continue operating, gradually transforming realities on the ground. As one analysis notes, "What the occupation is doing is applying a 'Cumulative Alternatives Strategy.' Instead of one clear goal, it works on several alternative tracks in parallel. If one track fails, the other tracks have already made progress in changing the reality on the ground."

4.3. Demographic Alternatives: Managing Population and Identity

'Demographic Strategy' represents perhaps the most critical dimension of Zionist alternatives thinking. From its inception, Zionism confronted the demographic reality that Palestine was already inhabited by an indigenous Arab population. The slogan "a land without a people for a people without a land" served not as an accurate description but as strategic framing—an attempt to render Palestinians invisible and therefore removable.

The literature identifies multiple demographic alternatives pursued by Zionist movements and the Israeli state:

Alternative 1: Direct Expulsion (Nakba). The 1948 Nakba represents the most dramatic implementation of demographic transformation. According to Mizan News Agency, (2025) ^[20], "The Zionist regime is a veteran of ethnic cleansing, having carried out one of the largest such campaigns in modern history in 1948". Over 700,000 Palestinians were expelled or fled, and approximately 500 villages were

destroyed.

Alternative 2: Incremental Attrition. When mass expulsion is not feasible, gradual demographic pressure continues. This operates through policies in Jerusalem and Area C of the West Bank, where Palestinians face home demolitions under "unlicensed construction" pretexts, pushing them to leave. According to Mizan, "The regime's settlement expansion program includes routine land confiscation, demolition of homes and neighbourhoods, and forced population transfers".

Alternative 3: Fragmentation and Isolation. This alternative involves treating Palestinian populations as separate entities to prevent unified resistance. The occupation treats the West Bank and Gaza as distinct units with different strategies. In the West Bank, the primary alternative has been cooperation with the Palestinian Authority to provide security for the occupation while avoiding direct responsibility for Palestinian lives. In Gaza, before October 2023, the strategy was separation through siege and periodic military operations. Since October 2023, the strategy has shifted toward comprehensive destruction and displacement. Buheji, (2025) ^[6].

Alternative 4: Identity Transformation (Judaization). This alternative operates through changing cultural and religious landmarks and obliterating the Palestinian historical narrative. As one analysis notes, this serves "as an alternative to direct military confrontation in places like Hebron and the Old City of Jerusalem". The 2018 Nation-State Law, declaring that "the right to exercise national self-determination in the State of Israel is unique to the Jewish people," represents legal codification of this identity project.

Alternative 5: The "Demographic Bomb" Response. Israeli strategists have long worried about the "demographic bomb"—the possibility that Arabs between the Jordan River and the Mediterranean Sea would outnumber Jews. Various alternatives have been proposed or implemented in response, including encouraging emigration, maintaining separate populations through occupation rather than annexation (to avoid counting Palestinians in Israeli demographic statistics), and promoting Jewish immigration.

4.4. Diplomatic and Negotiation Alternatives

In the diplomatic domain, Israeli strategy has consistently demonstrated a sophisticated understanding of alternatives and BATNA. As negotiation theory predicts, a negotiator's strength derives from the quality of alternatives available if negotiation fails.

Throughout the Arab-Israeli and Palestinian-Israeli negotiations, Israel has maintained what might be termed a "strong BATNA"—the alternative of maintaining the status quo. Since Israel is the militarily stronger party and controls the territory in dispute, the status quo is a viable and often comfortable alternative to a negotiated agreement requiring painful concessions. As one analysis explains, the occupation's strategy has been: "Plan A: Negotiating with the PLO/Palestinian Authority to gain maximum concessions at minimum cost. The Alternative (very strong for them): 'There is no acceptable Palestinian alternative for us.' That is, the other option available to Israel is the continuation of the occupation and the status quo".

This strategic asymmetry has profound implications. Because

Israel can wait while Palestinians are under time pressure from ongoing settlement expansion and land confiscation, negotiations become fundamentally unequal. Palestinian negotiators face deadlines imposed by changing facts on the ground, while Israeli negotiators can afford to prolong discussions indefinitely.

The Oslo process (1993-2000) exemplifies this dynamic. While officially aimed at achieving a negotiated two-state solution within five years, the process allowed settlement expansion to continue and even accelerate. Israeli strategists understood that the "interim" arrangements could become permanent, with the Palestinian Authority functioning as a subcontractor for security cooperation while settlement expansion continued. This represented a classic alternatives strategy: maintaining the diplomatic track while simultaneously pursuing the settlement track that would ultimately render the diplomatic track's stated objective impossible.

4.5. Information Warfare and Global Influence: Hasbara as Alternatives Strategy

Perhaps the most sophisticated application of alternatives strategy by Zionist movements and the Israeli state operates in the domain of information, propaganda, and global influence. The Hebrew term "Hasbara" (meaning "explanation") has evolved into what one analysis calls "one of the most sophisticated tools of public diplomacy" and "a vast propaganda machine designed to justify occupation, whitewash war crimes, and suppress dissent". Dart, (2016) ^[14].

Historically, Hasbara emerged in the early twentieth century as part of the Zionist movement's strategy to legitimise colonial expansion in Palestine. Introduced by Zionist leader Nahum Sokolow as a more presentable substitute for "propaganda," Hasbara initially sought to build a communicative bridge between Zionist ambitions and Western audiences, using Europe's history of anti-Semitism as a rhetorical shield to justify a "Jewish homeland".

The turning point came after Israel's 1982 invasion of Lebanon and the Sabra and Shatila massacres, which killed up to 3,500 civilians. International backlash led pro-Israel groups and media strategists to convene a major conference in Jerusalem in 1983, formally crafting Hasbara as a public relations doctrine. From that point, the narrative shifted dramatically: the issue was no longer occupation or human rights but anti-Semitism. Criticism of Israeli policies was rebranded as hatred of Jews—a label used to silence journalists, human rights advocates, and international institutions. Buheji, (2024) ^[7].

Over subsequent decades, Hasbara infrastructure developed into an extensive partnership between Israeli ministries, Western media outlets, and private lobbying networks. According to one analysis, "In recent years, over 100 data centres, 120 'operations rooms,' and 40 partner organisations have been mobilised to defend Israel's image worldwide". The Ministry of Strategic Affairs allocates millions of dollars annually to counter what it calls "delegitimisation campaigns" and combat the Boycott, Divestment, and Sanctions (BDS) movement.

The digital age transformed Hasbara from reactive communication into offensive information and digital warfare. After the 2006 Lebanon war and the 2008-2009 Gaza onslaught, Israel created specialised media and cyber units using fake accounts, sponsored content, and algorithmic

manipulation to flood social media with pro-Israel narratives while suppressing opposing voices. Manuals such as "Defeating Anti-Israel Propaganda" train activists to brand critics—including Jewish dissidents—as "anti-Semitic" or "terror sympathisers".

The Gaza genocide, beginning in October 2023, has exposed both the sophistication and the limits of Hasbara. According to Ahrum Online, "Israel found itself facing one of the deepest crises in its international image. The scale of civilian casualties and the widespread circulation of images depicting destruction and humanitarian suffering severely eroded the narrative Israel had cultivated for decades as a victimised state". In response, Israel launched an aggressive image-repair campaign involving multiple coordinated tracks: Hasan and Buheji, (2024) ^[16, 8].

Track A: Platform Control

Investigations reveal extensive cooperation with major technology companies. Meta complied with approximately 94% of Israeli takedown requests since October 2023, removing more than 90,000 posts and restricting or suppressing tens of millions more. A contract between the Israeli Prime Minister's Office and Google worth approximately \$45 million, enabled propaganda campaigns across Google platforms, including YouTube and Google Maps, targeting Western audiences.

Track B: Algorithmic Manipulation

Israel contracted with U.S. firm Clock Tower LLC to develop digital content, linguistic analysis, and predictive AI tools to improve the ranking of Israeli narratives in search engines and influence the outputs of AI models such as ChatGPT.

Track C: Influencer Networks

Israel deployed non-political influencers, particularly in entertainment and lifestyle sectors, to reach younger audiences. The "Esther Project" employed American influencers to disseminate pro-Israel content without transparent disclosure, funded through a \$900,000 contract with Bridges Partners.

Track D: Targeted Demographic Outreach

Recognising declining evangelical support—particularly among younger evangelicals—Israel developed a \$3.2 million strategy targeting Christian communities through church networks, multilingual religious materials, virtual-reality exhibits about October 7, and digital campaigns. Abraham and Boer (2009) ^[1].

Track E: Religious Framing

In the Global South, Christian Zionism has become "a key vehicle of Israeli influence". In South Africa, pro-Israel groups work through Pentecostal and prosperity-gospel movements that frame support for Israel as a divine obligation, Buheji and Hasan, (2024b) ^[8]. As Abraham and Boer (2009) ^[1] notes, the theological interpretations lead many Christian Zionists—particularly among marginalised communities—to align reflexively with Israel by equating the biblical Israelites with the modern state and portraying the contemporary Zionist regime as 'the nation of God'. Sizer (1999).

4.6. Cumulative Alternatives: The Gaza Case Study

The ongoing war on Gaza (2023-present) provides a

comprehensive case study of cumulative alternatives strategy in operation. Analysis reveals multiple tracks pursued simultaneously:

Track 1: Military Destruction

The Israeli regime has pursued "forced population reduction" through relentless aerial bombardment, with a chilling "100:1 targeting ratio" allowing the Israeli military to kill over 100 civilians while targeting a single resistance commander. Hasan and Buheji, (2024) ^[16, 8].

Track 2: Healthcare Destruction

The systematic targeting of Gaza's healthcare system ensures prolonged suffering and slow death for thousands of bombing victims. Over 1,000 doctors and nurses have been killed, hospitals destroyed, and medical supplies prevented from entering. Shorrab et al, (2024) ^[25].

Track 3: Making Gaza Uninhabitable

Over 90% of Gaza's housing units are fully or partially destroyed. Schools, universities, shelters, and roads have been systematically targeted, leaving Palestinians no choice but to leave. Buheji and Marouf, (2024) ^[10].

Track 4: Media Suppression

International journalists have been barred from entering Gaza. Over 200 reporters have been killed. Al Jazeera's offices have been shut down. Communication blackouts isolate Gaza from the outside world.

Track 5: "The Day After" Alternatives

Israel actively searches for alternatives to the PLO and Palestinian Authority for post-war Gaza governance, including local clan-based administration, international/Arab oversight, or continued security control without civil responsibility. Buheji et al, (2025) ^[11].

These tracks function cumulatively: even if any single-track encounters obstacles—for example, international condemnation of healthcare destruction—the other tracks continue operating, progressively transforming Gaza's reality.

5. Analysis of the Jewish-Zionist "Alternatives Strategy" Framework

Building directly on the framework of "Alternatives Strategy" established in our previous discussion, this inquiry delves into the sophisticated mechanisms—the "how"—behind its application. The provided search results offer substantial evidence that Israeli and Zionist entities systematically employ principles from social engineering and behavioural economics not as ancillary tactics, but as core components of their alternative strategies to shape perceptions, influence behaviour, and manage conflict.

This integration represents a shift from traditional kinetic warfare to a "new era of hybrid warfare," where digital platforms, cognitive biases, and economic incentives become powerful weapons. Below is a detailed analysis of how these tools are applied across the key domains of the "Cumulative Alternatives Strategy" previously identified.

5.1. Understanding the Core Concepts

To analyse this integration, it's helpful to first define the tools being used:

5.1.1. Social Engineering (SE): In this context, it refers to the strategic manipulation of people into taking actions or divulging information. It's not just about hacking computers, but "hacking" human psychology on a mass scale through techniques like phishing, coordinated propaganda, and creating echo chambers to achieve political and military objectives.

5.1.2. Behavioural Economics (BE): This field challenges the notion of humans as perfectly rational actors. It studies how psychological, cognitive, emotional, and social factors systematically affect economic and political decisions. Key concepts include cognitive biases (like the "fairness" instinct), framing effects, and loss aversion.

5.2. Applications in SE and BE Alternative Strategies

The search results reveal a multi-pronged approach where these tools are weaponised.

5.2.1. Information Warfare and Perception Management (Hasbara 2.0)

This is the most extensively documented application. Israel's traditional public diplomacy, or Hasbara, has evolved into a sophisticated, data-driven influence operation, sometimes called the "Eighth Front" of its conflicts. This is a direct application of an alternative strategy aimed at maintaining international legitimacy and suppressing opposing narratives.

5.2.1.1. AI-Powered Narrative Control

Recent contracts reveal a massive \$145 million+ campaign, "Project 545," specifically designed to manipulate online discourse. This includes a "Search and Language Operation" by the US firm Clock Tower to influence generative AI platforms like ChatGPT, Google's Gemini, and X's Grok. The goal is "RAG poisoning"—flooding the information environment with pro-Israel content so that AI models trained on this data will frame discussions about Israel favourably. This is a strategic alternative to direct media engagement, aiming to shape the very algorithms that curate reality for future generations.

5.2.1.2. Exploiting Cognitive Biases in Targeted Demographics

The campaigns are meticulously designed to exploit the psychological profiles of specific groups.

Youth (Gen Z): With only 9% of US adults under 35 supporting Israel's actions, massive resources are funnelled into TikTok, Instagram, and YouTube. By using influencers (the "Esther Project") and algorithmically optimised content, the campaign seeks to bypass critical thinking and embed pro-Israel messages within the native content of these platforms. This leverages the authority and parasocial trust associated with influencers.

Evangelical Christians: A \$3.2 million campaign, "Show Faith by Works," targets US churches. It uses "geofencing" to identify and track individuals at Christian colleges and events, then delivers tailored content, including a planned "10/7 mobile experience" with VR headsets. This is a classic behavioural economics tactic: creating an immersive, emotionally charged experience to solidify pre-existing beliefs and trigger a specific behavioural response (continued political support). Abraham and Boer (2009) ^[1].

Specific Lawmakers: A covert operation used fake social media accounts powered by ChatGPT to generate content targeting specific US lawmakers, particularly Black Democratic members, to pressure them on their Israel-related votes and statements. This represents a direct application of social engineering to manipulate the political decision-making process of an ally.

5.2.2. Strategic Use of Economic Interdependence

This approach applies behavioural economics principles to reshape individual attitudes and political will, serving as an alternative to purely military or diplomatic solutions.

5.2.2.1. The Stock Market Experiment

A field experiment by Stanford and Hebrew University researchers tested whether engaging Israelis in financial markets could reduce political polarisation. The Israeli participants were encouraged to buy and trade stocks in companies listed on both the Israeli and Palestinian stock exchanges. This "experiential learning" was designed to make them aware of the deep economic interdependence between the two societies.

The intervention leveraged the "contact hypothesis" and the concept of mutual gains, which plays on behavioural economics and thinking. By participating in a shared market, individuals could viscerally understand that their financial well-being was tied to the stability and prosperity of the "other side." The result was a significant (10%) increase in general trust and greater support for the peace process, an effect that persisted even for those who didn't profit financially.

5.2.2.2. Weaponising Economic Dependency

Conversely, a critical perspective highlights how neoclassical economic frameworks have been used to depoliticise and manage the conflict. By promoting a technocratic, "economic peace" approach (e.g., the Trump administration's "Peace to Prosperity" plan), the root political issues of occupation and sovereignty are bypassed. The ultimate expression of this is Trump's proposal to turn Gaza into the "Riviera of the Middle East," which is built on a depoliticised economic model that treats Gaza's population as a factor to be managed (or removed) for a massive real estate development, with sovereignty deferred to foreign "stakeholders" for 50 years. This is a radical alternative strategy that uses the language of economic development to mask a project of demographic transformation.

5.2.3. Digital and Physical Infiltration (Weaponising Technology)

This domain represents the most aggressive form of social engineering, where everyday technology is turned into a tool for surveillance, psychological warfare, and even physical attack.

5.2.3.1. The "Digital Bomb"

The concept, articulated by Prime Minister Netanyahu, is that control over technology equals power over people. This includes:

5.2.3.2. Physical Attacks

The remote detonation of pagers and walkie-talkies used by Hezbollah marks a new frontier where the supply chain of commercial devices is weaponised for kinetic effect.

5.2.3.3. Cognitive and Psychological Operations

More insidious are the silent attacks on individual cognition. Reports describe instances of propaganda files (like "October 7th: Know Your Enemy") mysteriously appearing on personal smartphones without the user's consent or knowledge. This is a form of digital "breaking and entering" to implant ideas directly into a person's personal digital space.

5.2.3.4. Mass Surveillance and Data Aggregation

Israel's elite signals intelligence unit, Unit 8200, reportedly uses cloud platforms from tech giants like Microsoft's Azure to store and analyse millions of intercepted communications from Palestinians. This data isn't just for targeting airstrikes; it's used to build detailed psychological profiles, understand social structures, and identify pressure points for future influence operations.

The Israeli and Zionist application of social engineering and behavioural economics represents a sophisticated and adaptive form of power projection. It moves the battlefield from the physical territory of Palestine to the cognitive territory of global public opinion and the personal digital space of individuals worldwide. By systematically exploiting cognitive biases, manipulating digital ecosystems, and weaponising economic interdependence, these strategies aim to:

1. **Control the Narrative:** Shape how the conflict is perceived, discussed, and even thought about at a foundational level (e.g., influencing AI models).
2. **Manage Allies:** Engineer continued support from key demographics in influential nations like the US, even when their governments' actions are deeply unpopular.
3. **Suppress and Bypass Opposition:** Overwhelm and de-platform Palestinian and pro-Palestinian voices while creating "alternative" political and economic realities that render traditional resistance futile.

This analysis confirms that the "Alternatives Strategy" is not just about having multiple plans (settlements, diplomacy, military action), but about executing those plans with an increasingly sophisticated understanding of human psychology and technological systems. The "toolbox" of the occupier now includes algorithms, AI models, and behavioural "nudges" alongside concrete and bullets.

6. Visualising the Mechanism of the 'Cumulative Alternatives Strategy' Framework

The comprehensive visual framework will be designed to illustrate exactly how an actor like the Israeli state or the Jewish-Zionist Network can pursue multiple parallel tracks, allowing them to make continuous progress toward a strategic objective even when individual tracks face obstacles.

This framework is built upon the principles of strategic management (parallel plan execution), game theory (BATNA), and political science (multi-track diplomacy). It conceptualises strategy not as a single path but as a portfolio of concurrent, interdependent operations.

6.1. Framework Core Components

The framework consists of four key elements:

6.1.1. The Strategic Objective (The Apex)

This is the long-term, overarching goal that all tracks are designed to serve. In the context of our analysis, this could be

conceptualised as "Maximising Territorial Control with Minimal Demographic Cost" or "Ensuring Jewish Sovereignty over Eretz Yisrael." The objective is broad enough to be served by many different methods.

6.1.2. The Parallel Tracks

These are the distinct, self-reinforcing lines of effort. Based on the reviewed literature, one can identify five primary tracks:

Track A: Diplomatic/Legal: Engaging in negotiations, signing agreements, utilising international law forums, and leveraging alliances.

Track B: Physical/Constructive: Building settlements, constructing infrastructure (roads, walls), establishing military outposts, and creating industrial zones.

Track C: Demographic/Identity: Managing population transfer (direct expulsion or attrition through policies), promoting Jewish immigration, and implementing "Judaization" campaigns.

Track D: Economic: Creating economic dependencies, controlling resources (water, land), promoting a "economic peace" framework, and utilising financial pressure (e.g., withholding tax revenues).

Track E: Information/Cognitive: Conducting Hasbara (public diplomacy), managing global perception, influencing algorithms (AI), and deploying psychological operations.

6.1.3. The "Momentum Flywheel": Each track generates its own momentum. The key insight is that the output (or "progress") from one track often serves as fuel or creates a more favourable environment for the others. This creates a self-reinforcing cycle or "flywheel effect." For example, a successful settlement (Track B) creates a new "fact on the ground" that makes diplomatic recognition of that area (Track A) more conceivable in the future.

6.1.4. Obstacles & Adaptation Points: The framework must account for friction. These are events or pressures that impede progress on a specific track, such as international law rulings (obstacle to Track A), a media scandal revealing settler violence (obstacle to Track E), or an economic crisis (obstacle to Track D). The key is how the system adapts when one track hits a wall.

6.2. The Mechanism of "Cumulative Progress"

The power of this strategy lies in its asynchronous and cumulative nature. The following figure illustrates how the alternative strategy system functions consistently and how it evolved over time. Figures (1a) to (1d) show the 'Cumulative Alternatives Strategy' in Motion and throughout the phases since the inception of the Jewish-Zionist State of Israel till the date of this paper.

The image you have uploaded, titled "Zionists Cumulative Alternatives Strategy Framework," is a powerful and insightful visual model that graphically represents the concepts we have been discussing. It serves as a synthesis of the theoretical framework we built earlier, translating the abstract idea of "Cumulative Alternatives Strategy" into a clear, mechanistic figure.

The framework is designed as a systems figure, illustrating how multiple distinct lines of effort (tracks) are not pursued in isolation but as interconnected components of a single, overarching machine. The ultimate output of this machine is a transformed "Overall Reality on the Ground."

The figure is structured in three distinct layers, flowing from top to bottom:

1. The Five Parallel Tracks (The Inputs)
2. The Engine of Integration (The Processor)
3. The Final Outcome (The Output)

The top of the figure lists the five primary strategic tracks we previously identified. Each is enclosed in a box, suggesting they are distinct, self-contained areas of operation.

Track A: Diplomatic/Legal,

Track B: Physical/Settlement,

Track C: Demographic,

Track D: Economic, and

Track E: Information/Cognitive.

These represent the different domains in which the strategy is applied. The visual separation here is crucial: it shows that the actor maintains specialized capabilities in each domain, allowing them to operate in all of them simultaneously.

The Engine of Integration (Middle Layer) is the most critical part of the figure. Below the five tracks are two interlocking circles that form the "engine" that drives the entire system.

The figure shows here the Social Engineering that represents the application of psychological and sociological manipulation to influence mass behaviour, public opinion, and group dynamics. It is the tool used to manage populations, sow division, and create compliant social structures. Also, the Behavioural Economics is represented to show the application of cognitive biases and psychological triggers to influence individual and collective decision-making. It is the tool used to create dependencies, frame choices, and "nudge" people toward decisions that serve the strategic objective.

These two circles are not separate; they overlap significantly. This overlap is labelled "Interconnected Zionist Networks." This is the core of the model. It posits that Social Engineering and Behavioural Economics are not just tools; they are the connective tissue. They are operationalised through a dense web of real-world networks—political lobbies, media outlets, NGOs, financial institutions, intelligence agencies, and settlement organisations. These networks receive the "inputs" from the five tracks and use the psychological and economic tools to weave them together.

Below the interlocking circles is a single, large box representing the ultimate goal and result of the entire process: "Overall Reality on the Ground." This is the transformed physical, demographic, and political landscape. It is the cumulative effect of all five tracks being processed and integrated by the networks. The arrow from the engine to this box signifies that the "reality" is not a natural occurrence but a constructed output of this strategic machine.

6.3. How the Framework Works (The Mechanism of Alternative Strategy)?

As shown in Figure (1a) one can imagine the mechanism of the framework like a visual model that shows the strategy as a conversion system with Input, Process, and Output.

The Inputs are collective actions that are taken on five separate fronts or tracks. These tracks are meant to be

confusing, where, for example, a new settlement is approved in Track B; a new Hasbara campaign is launched in Track E, while negotiations are going on. Then, comes the process. These actions are not left to have their isolated effects. They are fed into the interconnected networks. Here, they are enhanced and coordinated using the principles of Social Engineering (to manage social reactions and create "facts on the ground") and Behavioural Economics (to frame the action, manage international perception, and create economic dependencies that make the new reality difficult to reverse). Last, we see the Output where the processed result is a changed "Overall Reality on the Ground." This new reality is

more than just the sum of the five tracks; it is a new, integrated condition where the physical (settlement), the legal (diplomatic cover), the demographic (population shift), the economic (dependency), and the cognitive (normalisation) all reinforce each other. In essence, the figure argues that the "Cumulative Alternatives Strategy" is effective because it is powered by a centralised engine of influence. The "Interconnected Zionist Networks" act as the brain and nervous system, using sophisticated psychological and economic tools to ensure that progress on any one track strengthens all the others, making the transformation of reality a continuous, self-reinforcing process.

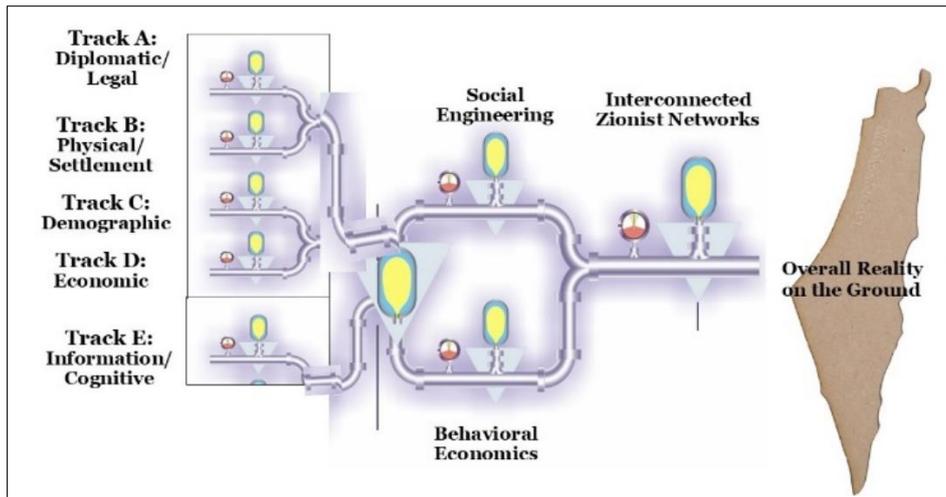


Fig 1A: The Zionist Cumulative Alternatives Strategy: A Multi-Track Framework for Transforming Reality

Figure (1b) Phase 1 represents the initial state of the Zionist Cumulative Alternatives Strategy Framework, establishing the baseline conditions from which the multi-track strategy begins to operate. The figure depicts five interconnected domains—Diplomatic/Legal, Physical/Settlement, Demographic, Economic, and Information/Cognitive—each with its own starting position. In the diplomatic realm, talks remain "theoretical" while borders are still internationally recognised lines, suggesting a period where international law and diplomatic norms still hold formal sway. The physical/settlement track shows only "minimal settlement presence beyond pre-1967 lines," indicating that the territorial expansion project is in its early stages. The demographic track reveals a "mixed population with a clear Palestinian majority in certain areas," highlighting the demographic reality that the strategy seeks to transform over time.

The economic and information tracks complete this initial picture, with local economies described as "somewhat intertwined but under military control," establishing the foundation for future economic dependency and leverage. Meanwhile, the information/cognitive domain shows a "global narrative contested; two-state solution is the dominant paradigm," indicating that international consensus still favours a resolution based on Palestinian sovereignty. Together, these five elements constitute the "Overall Reality on the Ground" at the starting point—a reality characterised by existing Palestinian presence, internationally recognised parameters, and a dominant peace paradigm. This initial state represents the conditions that the cumulative alternatives strategy, powered by social engineering, behavioural economics, and interconnected Zionist networks, will progressively work to transform across all tracks simultaneously.

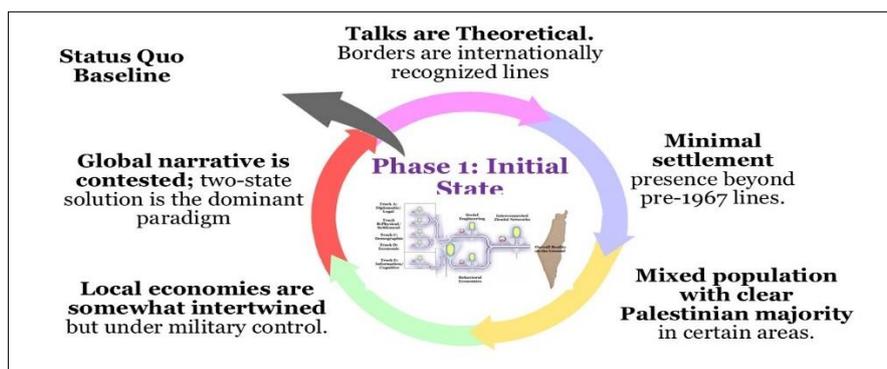


Fig 1B: Phase 1: The Baseline Reality – Pre-Strategic Transformation

Figure (1c) illustrates "Phase 2: Parallel Activation" of the Zionist Cumulative Alternatives Strategy Framework, capturing the moment when all five strategic tracks are simultaneously set in motion. The figure shows here how each domain becomes active in a coordinated manner while maintaining the appearance of normalcy. The diplomatic track (Track A) activates as the government enters "peace negotiations," creating a veneer of good faith engagement with the international community.

Simultaneously, the physical/settlement track (Track B) begins "planning and funding for new settlements in strategic areas," laying the groundwork for territorial expansion while the world's attention is focused on diplomatic processes. The demographic track (Track C) advances through dual mechanisms: "incentives for Jewish immigration are promoted" while "administrative barriers for Palestinian building are increased," quietly shifting population balances without triggering widespread alarm.

The economic and information tracks complete this parallel activation. The economic track (Track D) operates through "permits issued for joint industrial parks, creating economic dependency"—a seemingly benign development initiative that actually establishes structures of leverage and control. Meanwhile, the information/cognitive track (Track E) deploys Hasbara agencies to frame the country as a "vibrant democracy" seeking peace, carefully managing global perception to neutralise potential criticism.

The central observation at the top of the figure captures the essence of this phase: "The ground begins to shift, but the changes are subtle and below the international radar." This phase represents the strategic genius of cumulative alternatives—progress is made across all fronts simultaneously, yet each individual action is designed to appear innocuous or even positive, allowing the cumulative transformation of reality to proceed without triggering effective opposition.

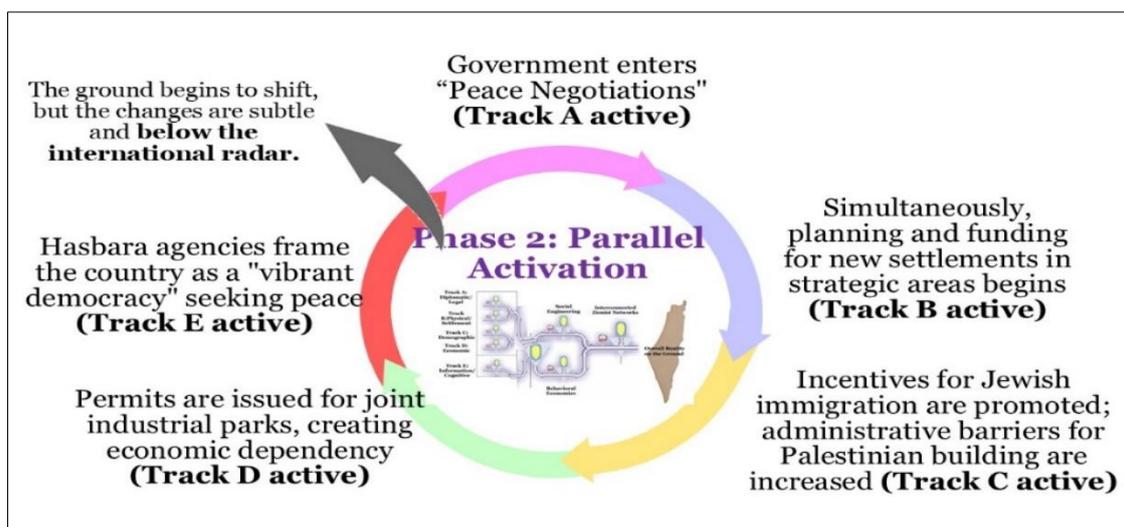


Fig 1C: Phase 2: Parallel Activation – of the Zionist Coordinated Advance Beneath the Capacity of the International Radar

Figure (1d) captures "Phase 3: Obstacle & Pivot" of the Zionist Cumulative Alternatives Strategy Framework, depicting the critical moment when the diplomatic track encounters significant resistance while the other tracks continue operating and even accelerate. This figure shows a major obstacle confronting Track A: the "International Community Strongly Condemns New Settlement Activity," with Track A facing "major diplomatic pushback and a threat of sanctions." This represents precisely the kind of obstacle that would derail a single-track strategy. However, the framework's genius lies in what happens next—the response is not to halt all operations but to pivot.

The central mechanism described is: "Jewish-Zionist doesn't stop. Instead of a dramatic land grab, they pivot to 'legalising' outposts, building infrastructure (roads, water) to serve future settlements, and acquiring land through 'absentee property' laws." The strategy adapts by changing tactics—shifting from overt expansion to legalistic and incremental methods—while maintaining forward momentum.

Meanwhile, the other tracks continue their transformative

work largely unaffected by the diplomatic storm. The demographic track (Track C) maintains its "quiet attrition in Area C" through home demolitions under the legal pretext of "unlicensed building," a low-visibility operation that steadily reduces Palestinian presence.

The economic track (Track D) deepens integration as the "Palestinian Authority becomes more reliant on tax revenue collected by Israel, giving the latter immense leverage." The information/cognitive track (Track E) manages the narrative, shifting public discourse to frame the situation as: "We want peace, but we have security needs. The settlements are just neighbourhoods. The obstacle is framed as unfair bias." The cumulative result, stated at the top, is decisive: "Despite the diplomatic 'failure,' the physical, demographic, and economic reality has shifted permanently. Infrastructure for future expansion is now in place." This phase perfectly illustrates the core principle of cumulative alternatives—tactical setbacks on one track do not mean strategic defeat, as progress on other tracks continues transforming the underlying reality.



Fig 1D: Phase 3: Obstacle & Pivot – Strategic Adaptation Amidst Diplomatic Resistance

Figure (1e) presents "Phase 4: New Baseline" of the Zionist Cumulative Alternatives Strategy Framework, illustrating the transformed reality that emerges after the strategic pivot in Phase 3. The figure shows the cumulative of all five tracks operating in parallel, now consolidated into a new, entrenched status quo. The physical/settlement track has achieved a critical threshold where "new settlements are now 'established communities' with schools and industrial zones" —no longer temporary outposts but permanent fixtures on the landscape, making the "facts on the ground" increasingly irreversible.

The demographic track reports that "population ratios in key areas have been altered," with the consequence that "the cost and complexity of any future partition have increased exponentially." The economic track has reached full maturity, where "the economic relationship is now one of total dependency, giving [Israel] immense coercive power without firing a shot." The diplomatic and information tracks reflect and reinforce this new reality.

Track A is now "paused or reconfigured," with the peace process stalled, yet Israel is not isolated because "Tracks D

and E have successfully maintained its international economic and cultural ties." The information/cognitive track has achieved a profound narrative shift: "Terms like 'disputed territories' are used more frequently, and the feasibility of a two-state solution is openly questioned."

The culmination, stated at the top, captures the essence of this phase: "A New Reality. Israel is now negotiating from a position of immense structural power, having transformed the physical and political landscape without having to win a single diplomatic victory in Phase 3." This phase demonstrates the ultimate logic of cumulative alternatives used by the Jewish-Zionist by maintaining parallel tracks and adapting to obstacles; the strategic objective is achieved not through a single decisive victory but through the gradual, cumulative transformation of reality itself.

Thus, Phase 4 represents not only a new baseline with the entrenched reality of structural power, but also a consolidated outcome of irreversible facts on the ground, or a victory without victory. This is what an alternatives strategy brings in for the Jewish-Zionists, i.e. a new status quo for negotiating from strength.

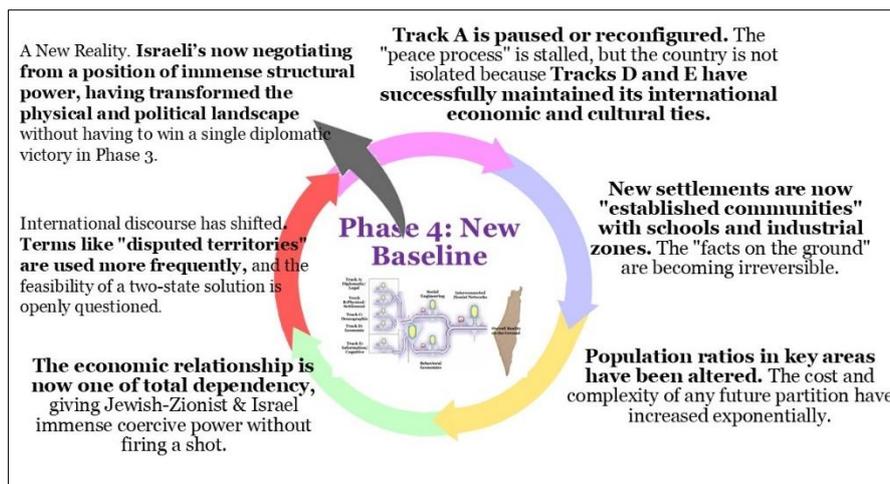


Fig 1E: Phase 4: New Baseline" of the Zionist Cumulative Alternatives Strategy Framework, illustrating the transformed reality that emerges after the strategic pivot happened in Phase 3.

6.4. Explanation of the Jewish-Zionist Framework Dynamics

The Figures (1a) to (1e) illustrate the core principle of the 'Cumulative Alternatives Strategy' used by Israel and

Jewish-Zionists. The dynamics shown are complex yet robust and will be designed to manipulate the human and nations. This can be seen clearly in the following mechanisms that are happening in parallel:

6.4.1. The Design of Decoupling Progress from Any Single Track

The actor's ultimate goal is not to "win" on the diplomatic track or the military track. The goal is to change the reality on the ground. Therefore, "failure" on Track A is not a strategic defeat. It is merely a signal to pause that track and allow the momentum from Tracks B, C, D, and E to continue reshaping the landscape.

6.4.2. The Design of Creation of Irreversibility

Tracks B (Physical) and C (Demographic) are particularly powerful because their effects are the most difficult to reverse. Dismantling a settlement of 100,000 people is politically far more costly than reversing a diplomatic position. The strategy aims to create a situation where the cost of returning to the status quo ante becomes prohibitive for the international community.

6.4.3. The BATNA Advantage (Revisited)

As the "New Baseline" in Phase 4 becomes more entrenched, the actor's BATNA (Best Alternative to a Negotiated Agreement) becomes overwhelmingly strong. Their alternative to a peace deal is the continuation of a comfortable and expanding status quo. The other party's BATNA, however, weakens as their land, resources, and hope are incrementally taken away. This creates a fundamentally unequal negotiating table.

6.4.4. The Flywheel Effect

The outputs of one track become the inputs for another. The economic dependency created in Track D provides leverage to quell resistance, which in turn provides the "security justification" for more settlement expansion (Track B). The information campaign (Track E) normalises the new settlements, making them seem like a permanent part of the landscape, which reduces international pressure on the diplomatic track (Track A).

In essence, this framework shows that the actor is not playing a game of chess with a single opponent on a single board. They are playing multiple games simultaneously on multiple boards—diplomacy, demography, economy, and psychology—and the cumulative score across all boards determines their ultimate victory, irrespective of setbacks on any one of them.

7. Discussion and Conclusion

7.1. Role of 'Cumulative Alternatives Strategy' in Creating Ambiguity while Ensuring Continuity

The 'Cumulative Alternatives Strategy' employed by Jewish-Zionist entities functions as a sophisticated mechanism for creating strategic ambiguity, which serves to obscure the true nature and ultimate objectives of the Zionist project while maintaining constant forward momentum.

By operating across five parallel tracks—diplomatic/legal, physical/settlement, demographic, economic, and information/cognitive—the strategy ensures that no single track reveals the full scope of the enterprise. When the diplomatic track engages in "peace negotiations" or the information track promotes Israel as a "vibrant democracy seeking peace," these activities create a veneer of legitimacy and good faith that masks the simultaneous operations on other tracks. This ambiguity allows settlement expansion, demographic transformation, and economic dependency to proceed "below the international radar," as Phase 2 describes,

making it difficult for observers to discern whether the project is genuinely seeking peace or systematically advancing territorial control.

The strategy ensures continuity precisely through this multi-track structure, which guarantees that progress never halts even when specific tracks encounter obstacles. As Phase 3 illustrates, when the international community condemns settlement activity and Track A faces diplomatic pushback, the response is not cessation but strategic pivoting—settlement activity shifts from "dramatic land grabs" to legalistic methods like "legalising outposts" and acquiring land through "absentee property" laws. The demographic track continues its "quiet attrition" through home demolitions under legal pretexts, the economic track deepens Palestinian dependency, and the information track reframes the narrative around "security needs" and "unfair bias." This ensures that, despite diplomatic "failure," the physical, demographic, and economic reality shifts permanently, with infrastructure for future expansion continuously being laid.

The cumulative effect of this approach is the gradual, irreversible transformation of reality that makes the strategic ambiguity itself increasingly moot. By Phase 4, as the framework shows, settlements have become "established communities with schools and industrial zones," population ratios have been altered, and economic relationships have become ones of "total dependency." The international discourse shifts, with terms like "disputed territories" replacing consensus on occupation, and the feasibility of a two-state solution openly questioned. Israel thus arrives at a "New Baseline" negotiating from "immense structural power, having transformed the physical and political landscape without having to win a single diplomatic victory." The ambiguity that once masked the project's trajectory now serves to legitimise its outcomes, as the cumulative reality on the ground becomes the new starting point for all future discussions, ensuring the continuity of the Zionist project through the sheer weight of accomplished facts.

7.2. Theoretical Implications

This paper has examined the concept of alternative strategy through theoretical frameworks and the specific case of Jewish-Zionist movements and the Israeli state. Several implications emerge. First, alternatives strategy is best understood not as a single approach but as a family of related concepts spanning strategic management, negotiation theory, political science, and even evolutionary biology. The common thread is recognition, even by colonial occupier with effective long-term planning requires the development of multiple pathways toward objectives.

The second implication is that Jewish-Zionist movements and the Israeli state have demonstrated sophisticated application of alternatives strategy from the movement's earliest days. The Uganda Scheme debate, Jabotinsky's "Iron Wall" concept, Ben-Gurion's acceptance of partition as a tactical stage, and contemporary multi-track operations all reflect strategic thinking about alternatives.

The third implication is that contemporary Israeli strategy operates through cumulative alternatives where multiple tracks are pursued simultaneously so that they together transform realities on the ground. Territorial expansion through settlement, military operation, and legal-administrative measures operates alongside demographic transformation, diplomatic engagement, and sophisticated information warfare.

The fourth implication, the War on Gaza that started in October 2023 represents a comprehensive application of cumulative alternatives strategy, with military destruction, healthcare system targeting, uninhabitability creation, media suppression, and post-war governance alternatives pursued simultaneously.

The fifth implication is the understanding of Zionist alternatives strategy, which is essential for developing effective counter-strategies. Palestinian national strategy must similarly develop multiple alternatives, such as national unity, international accountability, steadfastness, narrative production, and legal remedies that are capable of operating cumulatively.

7.3. Emerging Future Research Observations

The Jewish-Zionist case reveals important dimensions of alternatives strategy that extend beyond existing theoretical frameworks. There are several observations that are emerging for future research.

7.3.1. Cumulative vs. Sequential Alternatives

Much of the alternatives literature focuses on sequential choice—selecting one path when another fails. The Zionist case reveals a more complex pattern of cumulative alternatives, where multiple tracks operate simultaneously, each gradually transforming the strategic landscape. This resembles Brockmann's (2001) ^[5] observation that when environmental conditions are unpredictable, selection favours investment in the capacity to perform multiple roles.

7.3.2. Track Interaction

The Jewish Zionist case demonstrates sophisticated management of track interaction. Settlement expansion (Track B) makes diplomatic (Track A) increasingly difficult to achieve, while diplomatic engagement provides cover for continued settlement expansion. Information warfare (Hasbara) creates domestic political space for military operations. These interactions are not accidental but intentionally designed to create ambiguity.

7.3.3. BATNA as Dynamic Variable

Negotiation theory typically treats BATNA as a static factor at the time of negotiation. The Jewish-Zionist case reveals BATNA as something that can be actively improved during negotiation—through settlement expansion, demographic change, and facts-on-the-ground creation—thereby shifting the negotiation parameters even as talks continue.

7.3.4. Alternatives and Identity

The Jewish-Zionist case reveals deep connections between alternatives strategy and identity construction. The "New Jew" that Zionism sought to create—secular, sovereign, powerful—was itself an alternative to diaspora Jewish identity. Canaanism represented a more radical alternative, proposing a Hebrew identity completely separate from Jewish religion and diaspora. Contemporary debates between "neo-Zionism" and "post-Zionism" represent competing identity alternatives.

7.4. Implications for Free Palestine Empathisers Strategy

Understanding the Jewish-Zionist application of the alternatives strategy has important implications for the Palestinian national strategy. If the occupation operates through cumulative alternatives, then effective response must

similarly develop countervailing alternatives.

7.4.1. The Alternative of National Unity

To confront policies of fragmentation and division, Palestinian national unity across geographic and factional lines represents a critical counter-alternative. The division between the West Bank and Gaza, between factions, and between geographic communities serves Israeli strategic objectives.

7.4.2. The Alternative of International Accountability (BDS)

The Boycott, Divestment, and Sanctions movement represents an alternative to traditional diplomatic approaches that have failed to achieve Palestinian rights. By mobilising international civil society, BDS operates in domains where state-based diplomacy has proven ineffective.

7.4.3. The Alternative of Steadfastness/Resilience (Sumud)

To confront displacement and settlement policies, strengthening Palestinian presence on the land through agricultural projects, educational institutions, and community development represents a critical counter-alternative.

7.4.4. The Alternative of Narrative Production

To counter Hasbara's information dominance, Pro-Palestine empathisers and their allied voices must develop alternative information ecosystems capable of reaching global audiences directly. Citizen journalism and social media have demonstrated potential in this regard.

7.4.5. The Alternative of Legal Accountability

Pursuing legal remedies through international courts and tribunals—including the International Court of Justice and International Criminal Court, which represents an alternative to traditional diplomatic channels.

8. Researchers' Recommendations for a Counter-Measure for Jewish-Zionists and Israeli Alternative Strategy

8.1. Recommendation for Pro-Palestine Empathisers

In order to create a direct countermeasure for the Alternative Strategy discussed in this paper, a comprehensive understanding of the Israeli alternatives strategy needs to be developed through systematic strategic analysis. The empathisers need to invest in 'parallel alternative tracks' rather than relying on any single approach. This might include the strengthening of national unity as a foundational counter-alternative to fragmentation policies.

More coordination with the BDS movement as an international accountability alternative is recommended. This also includes investing in narrative production and information infrastructure to counter Hasbara.

8.2. Recommendation for International Civil Society

This research proven that 'Hasbara' is a sophisticated information warfare requiring counter-narrative development. This means that Pro-Palestine-led alternatives require funding, advocacy, and political solidarity. Israeli multi-track strategies need to be documented and exposed to enable accountability. Thus, accountability mechanisms need to be strengthened legally and at the international level.

8.3. Recommendation for Researchers

For researchers, the outcome of this paper is to develop more refined theoretical frameworks for analysing cumulative alternative strategies. Thus, pro-Palestine researchers can dedicate their time to documenting and analysing Free-Palestine counter-alternatives and their effectiveness. They can also examine applications of alternatives strategy in other settler-colonial contexts for comparative insight. Even the researchers can help in investigating the funding and all the types of organisational infrastructure supporting Israeli multi-track operations.

8.4. Recommendation for Solidarity Movements

Pro-Palestine solidarity movements can benefit from this research by developing coordinated international responses that address multiple Israeli tracks simultaneously. They can work together in strengthening connections between Palestine solidarity and other anti-colonial and social justice movements. This might include investing in youth and digital organising to reach constituencies beyond traditional solidarity networks. Generation-Z all over the world can play a major role in creating proper counter-measures to all the mentioned alternative strategies.

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