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## HARE KRISHNA IN THE TWENTY-FIRST CENTURY

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UNIVERSITY PRESS

Cambridge University Press & Assessment  
978-1-009-06532-0 — Hare Krishna in the Twenty-First Century  
Angela R. Burt  
Frontmatter  
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Shaftesbury Road, Cambridge CB2 8EA, United Kingdom  
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[www.cambridge.org](http://www.cambridge.org)  
Information on this title: [www.cambridge.org/9781009065320](http://www.cambridge.org/9781009065320)

DOI: 10.1017/9781009063623

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First published 2023

*A catalogue record for this publication is available from the British Library.*

ISBN 978-1-009-06532-0 Paperback

ISSN 2635-232X (online)

ISSN 2635-2311 (print)

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## Hare Krishna in the Twenty-First Century

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DOI: 10.1017/9781009063623  
First published online: July 2023

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**Abstract:** The Hare Krishna movement is a modern manifestation of the Gaudiya Vaishnava tradition, which has its roots in sixteenth-century West Bengal, India. The tradition was institutionalized in a modern form in 1966 when it was registered by A. C. Bhaktivedanta Swami Prabhupada as the International Society for Krishna Consciousness (ISKCON) in New York City. Its mission was to present *bhakti* yoga (the yoga of devotion) to a Western audience. This Element introduces the historical origins of the movement and examines its beliefs and practices within the context of its institutional and community dynamics. It also considers the Hare Krishna movement's changing relationship with mainstream society and its shifting demographic makeup in tandem with key challenges and controversies that have beset the movement throughout its history. The Element concludes by considering how the movement's responses to a new set of issues and challenges are pivotal for its future direction in the twenty-first century.

**Keywords:** Hare Krishna, ISKCON, new religious movements, Prabhupada, Gaudiya Vaishnavism.

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ISBNs: 9781009065320 (PB), 9781009063623 (OC)  
ISSNs: 2635-232X (online), 2635-2311 (print)

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