The present article focuses upon post-Zionism as an emergent counter-hegemonic discourse in contemporary Israel. Offered here are a broad analysis and survey of post-Zionism in the following order: (1) a review of the history of the concept ‘post-Zionism’ since its emergence in 1993, as well as a retrospective view of its sources; (2) an exposure of manifestations of post-Zionist culture in Israel; (3) an analysis of four different theories of post-Zionism; (4) an account of some ideological controversies surrounding post-Zionism; and (5) an evaluation of the state of post-Zionism in the mid 2000s and an estimation of its future prospects. In the spirit of critical theory it is argued that post-Zionism should not be weighted in positivistic terms of popularity or effectiveness but rather in terms of an ‘immanent’ category, which taps undercurrents, and a ‘transcendent’ category, which points to exogenous normative horizons.