Mawlana Rumi’s spiritual heritage has over the centuries inspired numerous thinkers, poets, and mystics from the East to the West. His didactic-poetical message in particular, as passionately and eloquently articulated in the Mathnawi, has become not only the subject-matter of many studies and commentaries in various intellectual institutions and circles, but also the center of attraction - and even a daily reading manual - for thousands of people around the world. One wonders, then, what could be the possible reason(s) for Mawlana Rumi’s such increasing influence in the world civilizations today.