



DOWNLOAD



READ ONLINE
[2.27 MB]

Branded: Sharing Jesus with a Consumer Culture (Paperback)

By Tim Sinclair

Kregel Publications, U.S., United States, 2011. Paperback. Condition: New. Language: English . Brand New Book. The church spends \$1.5 million for every one new follower of Jesus. Apple sells 26 iPads every minute. What is it that makes Apple so exciting and Jesus so boring? What is it that compels someone to bring their iPod everywhere and their Bible nowhere? In a word: marketing. Jesus is a life-changing product with lousy salespeople--people who are intimidated and embarrassed by the word evangelism and who show more enthusiasm for their gadgets than their God. What would life look like if we stopped mass-marketing Jesus and started marketing our faith like Nike and Apple market their products--sharing relationally, from person to person? Using examples from these and other successful companies, author Tim Sinclair challenges Christians to throw out their casual attitudes toward faith and sign on for a marketing campaign for the Savior. Written with the wit and wisdom of an experienced marketer, *Branded* peels away the feelings of fear and encourages readers how to share their faith in ways that are honest, authentic, and, most importantly, effective.

Reviews

The ebook is straightforward in go through preferable to recognize. It typically does not charge too much. Its been designed in an exceptionally straightforward way and it is just following i finished reading this book where basically altered me, affect the way i really believe.

-- Dr. Reta Murphy

It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me).

-- Claud Kris