



Branded Faith: Contextualizing the Gospel in a Post-Christian Era (Paperback)

By Rajkumar Dixit

Wipf Stock Publishers, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Christianity may be the greatest story ever told, but in Western culture it is losing ground against the powerful forces of secularization. In examining the root causes of this cultural shift, does the church have anything to learn from secular society and the business sector? For decades the church has resisted the idea of using business methodologies in the religious sphere. Yet a closer look reveals that most church hierarchies have borrowed much of their organizational structure from the business sector. But the church is not alone in its borrowing. Today the lines between the church and the business sector are blurred, as both entities influence each other interchangeably. In *Branded Faith*, Rajkumar Dixit enters an engaging and intellectually stimulating analysis of what the church can learn from the business practices of marketing, branding, and contextualization. Using examples drawn from widely recognized companies such as Nike, Starbucks, Coca-Cola, and Subway, Dixit systematically builds a case for the power of a story, and emphasizes the importance of seeking culturally relevant ways to spread it. Those who care deeply about sharing Christianity powerfully...

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