



Branded

Tim Sinclair

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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.

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Playing with family inside a park, coming to see the water world or hanging out with good friends is thing that usually you will have done when you have spare time, in that case why you don't try thing that really opposite from that. 1 activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Branded, you can enjoy both. It is good combination right, you still want to miss it? What kind of hang type is it? Oh come on its mind hangout guys. What? Still don't understand it, oh come on its known as reading friends.

Helen Woodson:

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