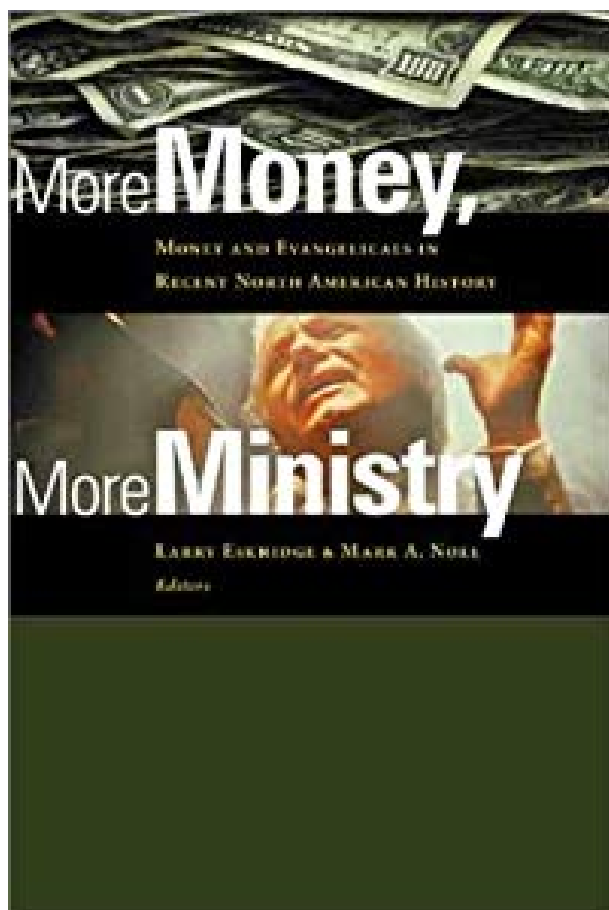


More Money, More Ministry: Money and Evangelicals in Recent North American History



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More Money, More Ministry explores the role that money has played in the growth of North American evangelicalism over the last 150 years - including its uneasy, sometimes ambivalent place in evangelical consciousness. Experts on the contemporary religious scene discuss how evangelicals have recently thought about, used, and raised money, looking in particular at Christian nonprofit organizations, fund-raising strategies, advertising and consumerism, evangelical higher education, financial scandals, and the connection between money and theology. As engaging to read as it is incisive, More Money, More Ministry provides a provocative view of the relation of finance and faith.