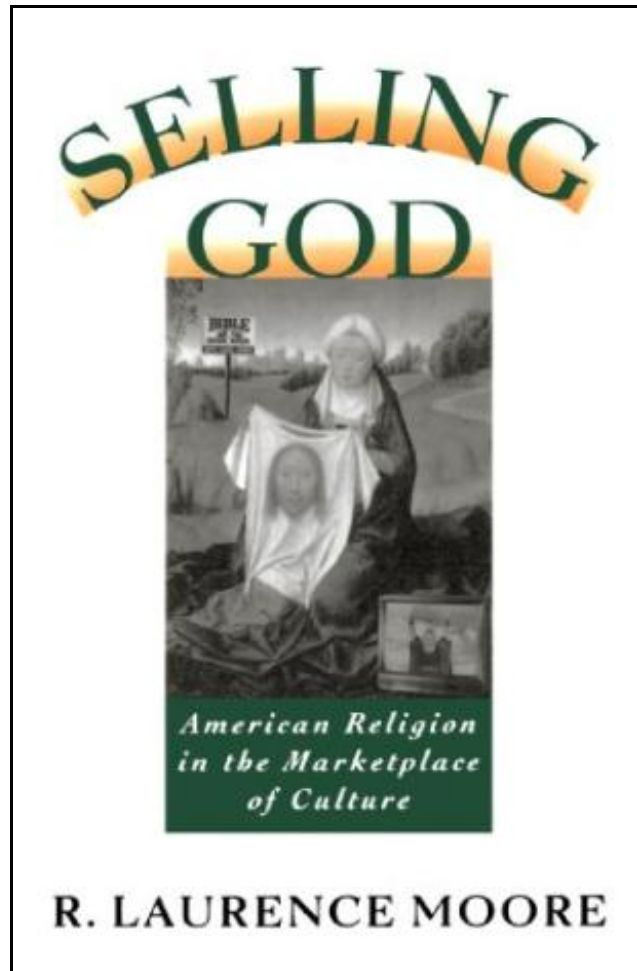


## Selling God: American Religion in the Marketplace of Culture



Filesize: 7.6 MB

### ***Reviews***

*Basically no phrases to describe. I was able to comprehend everything out of this published ebook. You can expect to like the way the author composed this ebook.*

*(Mrs. Novella Will)*

## SELLING GOD: AMERICAN RELIGION IN THE MARKETPLACE OF CULTURE

DOWNLOAD



Oxford University Press. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 8.0in. x 5.3in. x 0.7in. Religion in America is up for sale. The products range from a plethora of merchandise in questionable taste--such as Bible-based diet books (More of Jesus. Less of Me), Rapture T-shirts (one features a basketball game with half its players disappearing in the Rapture--the caption is Fast Break), and bumper stickers and Frisbees with inspirational messages--to the unabashed consumerism of Jim Bakkers Heritage USA, a grandiose Christian theme park with giant water slide, shopping mall, and office complex. We tend to think of these phenomena--which also include a long line of multimillionaire televangelists and the almost manic promotion of Christmas giving--as a fairly recent development. But as R. Laurence Moore points out in *Selling God*, religion has been deeply involved in our commercial culture since the beginning of the nineteenth century. In a sweeping, colorful history that spans over two centuries of American culture, Moore examines the role of religion in the marketplace, revealing how religious leaders have borrowed (and invented) commercial practices to promote religion--and how business leaders have borrowed (and invented) religion to promote commerce. It is a book peopled by a fascinating roster of American originals, including showman P. T. Barnum and circuit rider Lorenzo Dow, painter Frederick Church and dime novelist Ned Buntline, Sylvester Graham (inventor of the Graham cracker) and the Poughkeepsie Seer Andrew Jackson Davis, film directors D. W. Griffith and Cecil B. DeMille, Norman Vincent Peale and Bishop Fulton J. Sheen. Moore paints insightful portraits of figures such as Mason Locke Weems (Weemss marriage of aggressive marketing and a moral mission--in such bloody, violent tales as *The Drunkards Looking Glass* or *Gods Revenge Against Adultery*--was an important starting point of Americas culture industry), religious orator George Whitefield (who transformed...



[Read Selling God: American Religion in the Marketplace of Culture Online](#)



[Download PDF Selling God: American Religion in the Marketplace of Culture](#)

## Relevant PDFs



### God Loves You. Chester Blue

Henry and George Press. Paperback. Book Condition: New. Ursula Andrejczuk (illustrator). Paperback. 140 pages. Dimensions: 8.0in. x 5.2in. x 0.3in.BEAUTIFUL NEW ILLUSTRATIONS BRING THE STORY TO LIFE!A charming book about a mysterious bear that shows...

[Download PDF »](#)



### Get Up and Go

Puffin. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 10.0in. x 7.7in. x 0.3in.We all come in different shapes and sizes, and it doesnt matter if you are tall, short, skinny, or round. Your body...

[Download PDF »](#)



### Memoirs of Robert Cary, Earl of Monmouth

BiblioLife. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.The Author of the Memoirs. The Memoirs here presented to the reader may be said to...

[Download PDF »](#)



### Aeschylus

BiblioLife. Paperback. Book Condition: New. This item is printed on demand. Paperback. 260 pages. Dimensions: 8.0in. x 5.0in. x 0.6in.This Translation of Aeschylus, an entirely new one, is designed as an Appendix to my...

[Download PDF »](#)



### Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.Its late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy...

[Download PDF »](#)

**By the Fire Volume 1**

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 130 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. By the Fire is an exciting new Bi-Monthly publication featuring new works by

[Download PDF »](#)

**The Old Testament Cliffs Notes**

Cliffs Notes. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 8.1in. x 5.1in. x 0.3in. The original CliffsNotes study guides offer expert commentary on major themes, plots, characters, literary devices, and historical background. The latest generation

[Download PDF »](#)

**DK Readers Robin Hood Level 4 Proficient Readers**

DK CHILDREN. Paperback. Book Condition: New. Nick Harris (illustrator). Paperback. 48 pages. Dimensions: 8.4in. x 5.7in. x 0.2in. Discover the rollicking exploits of Robin and his merry men as they take from the rich and give

[Download PDF »](#)

**Carmilla**

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 140 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. Carmilla is a Gothic novella by Joseph Sheridan Le Fanu. First published in

[Download PDF »](#)

**The Secret Life of Trees DK READERS**

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 9.0in. x 6.0in. x 0.1in. This Level 2 book is perfect for children who are beginning to read alone. Why do trees lose their leaves in

[Download PDF »](#)