



Speaking Faithfully: Communications as Evangelism in a Noisy World

Rebecca Wilson, Jim Naughton

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Today Sunday morning worship competes with youth soccer, Starbucks, Facebook, and the allure of being “spiritual but not religious.” To share the gospel in a world like this, Christians need to reach beyond the boundaries of concrete and virtual communities to become evangelists. That takes faith. It also requires skill with public relations, social media, traditional print materials and other techniques to increase church visibility. The authors, both recognized experts and consultants, walk readers through the theology of church communications and introduce steps to help us deliver clutter-busting messages to reach our technologically sophisticated and faith-challenged world.

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