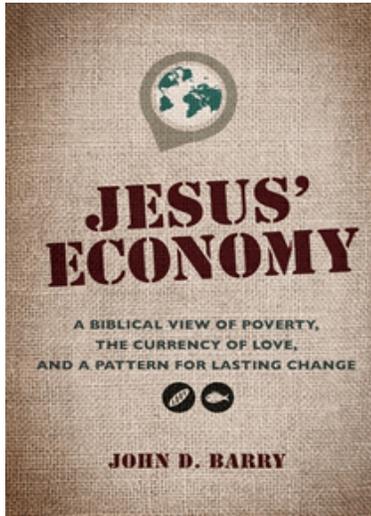




WHITAKER
HOUSE



Title: Jesus' Economy
Subtitle: A Biblical View of Poverty, the Currency of Love, and a Pattern for Lasting Change
Additional Edition: Pattern for Lasting Change
Author: John D. Barry
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BISAC Category 1: Religion/Christian Life/Spiritual Growth (REL012120)
BISAC Category 2: Religion/Christian Ministry/General (REL109000)
BISAC Category 3: Religion/Christian Life/Social Issues (REL012110)

Description:

You know people around the world are struggling. A homeless man holds a sign that reads, "Anything helps." A poor child lives in a slum swarming with flies. A refugee mother is on the brink of starvation. You ask yourself, "But what can *I do* about such big problems?"

You're looking for long-term solutions. John D. Barry shares incredible, and often shocking, stories about working among the impoverished and unchurched in the U.S. and abroad. And since Barry is a Bible scholar, *Jesus' Economy* is also deeply rooted in the Scriptures. It is a personal, sometimes funny, often heartbreaking account that presents a revolutionary pattern for lasting change.

***Jesus' Economy* is based on self-sacrifice. His currency is love.** It's called *Jesus' Economy* because it's about creating a spiritual and physical economy for those who need it most. Here is a thoroughly biblical and compassionate pattern for addressing issues of poverty and offering the hope of the gospel. *Jesus' Economy*:

- Shows how *you as an individual* can best encourage renewal in your community.
- Demonstrates how *your church community* or any group can alleviate poverty.
- Presents a unified plan for *creating jobs, spreading the gospel, and meeting basic needs*.
- Focuses on community development and sustainability—*lasting change*, globally and locally.

Jesus' Economy is a call to address our own spiritual poverty—as people who can too easily become distant from Christ—and it is a call to address the physical poverty all around us in a smart and sustainable way. Jesus' teachings show that with simple, everyday choices, you can make the world a better place and create enduring change. Here's how to live Jesus' economy—a currency of love.

Review Quotes:

"*Jesus' Economy* is fast moving and "heart" hitting. It will bring conviction. It will also give you hope. I am happy to commend its widest reading."

—Daniel L. Akin

President, Southeastern Baptist Theological Seminary



“*Jesus’ Economy* flows from the heart of God for the marginalized all over the world. Rooted in the nonprofit work of John and Kalene Barry, *Jesus’ Economy* shows us not just how to effectively accomplish humanitarian and social goals, but how to minister to the poor. It’s a vision of how to strengthen the work of the kingdom of God that John and Kalene are living. This includes advice for church-planting movements, equipping leaders, health initiatives, and education. *Jesus’ Economy* will help you achieve measurable transformation and develop people and communities.”

—Eric Costanzo

Senior Pastor, South Tulsa Baptist Church

Key Selling Points:

- Presents practical, long-term solutions to poverty that readers can begin to implement right away.
- Written from the perspective of a Bible scholar who is not just offering theory but living it out.
- Author regularly writes for high-traffic Christian websites and magazines.
- Author has a strong working relationship with: Salem Web Network: Crosswalk.com, BibleStudyTools.com, Christianity.com, and ChristianHeadlines.com; BibleGateway.com’s blog; National Day of Prayer Task Force; *Relevant* magazine; *Charisma*; FaithStreet.com’s publication *On Faith*; RedLetterChristians.com; American Bible Society’s Engager’s and Leader’s blogs; SermonCentral.com and ChurchLeaders.com; the Logos Talk Blog: blog.logos.com; the Faithlife Blog: blog.faithlife.com; and Faithlife Today YouTube channel.
- General Editor of *Faithlife Study Bible*, a digital resource with one million users: FaithlifeBible.com.
- Launched *Bible Study Magazine* in under six months, which now has a print circulation of over 100,000 in the US and Canada.

Marketing and Publicity:

Audience: CBA/ABA

Exclusive Territories: Worldwide Distribution

- Consumer email campaign through growing list of author and publisher contacts.
- Influencer mailing to key people of influence within author’s network.
- Exclusive Whitaker House Author App to promote book through author’s speaking engagements.
- Review mailing to top Christian print, online, television, and radio outlets.
- Landing page featuring videos, photos, infographics, free downloads, and more.
- Co-op print and online advertising.

Author Bio:

John D. Barry is a nonprofit CEO, Bible scholar, and pastor. After a career in Christian publishing and Bible software, John and his wife, Kalene, sold their house and nearly everything they owned to dedicate their lives to *Jesus’ Economy*, an innovative nonprofit creating jobs and churches in the developing world. John and Kalene also serve as missionaries with Resurrect Church Movement, the domestic division of *Jesus’ Economy*, equipping U.S. churches to effectively alleviate poverty and bring people to Jesus. John is the general editor of the highly-acclaimed *Faithlife Study Bible* and *Lexham Bible Dictionary*, which are used by over one million people, and the author or editor of thirty books, including the popular daily devotional *Connect the Testaments*. John formerly served as founding publisher of Lexham Press, an imprint of Faithlife Corporation / Logos Bible Software, and as the editor-in-chief of *Bible Study Magazine*, a product he launched. In a primarily unchurched area of the U.S., John has worked extensively with the homeless, helped plant a church, and launched a ministry. Internationally, John has initiated indigenous church planting efforts and the drilling of water wells, and launched an online fair trade marketplace (to empower the impoverished). He speaks internationally on engaging the Bible, poverty, and spreading the gospel. Learn more at JesusEconomy.org.

Author Residence:

Ferndale, WA 98248

COMPARATIVE:

- *The Hole in Our Gospel*, Richard Stearns , 978-0-8499-4700-1 , Thomas Nelson Pub. , 5/4/2010 49,295
- *Toxic Charity: How Churches and Charities Hurt Those They Help and How to Reverse It*, Robert D. Lupton , 978-0-06-207621-2 , HarperCollins Publishers , 10/2/2012 89,925

COMPETITIVE:

- *Practicing the King’s Economy: Honoring Jesus in How We Work, Earn, Spend, Save, and Give*, Michael Rhodes, Robby Holt, and Brian Fikkert , 978-0-8010-7574-2 , Baker Books , 4/17/2018
- *When Helping Hurts: How to Alleviate Poverty Without Hurting the Poor. . .and Yourself*, Steve Corbett and Brian Fikkert , 978-0-8024-0998-0 , Moody Publishers , 2/1/2014 86,416

SUPPLY CHAIN:

- *Jesus’ Economy*, Barry, John D , 978-1-64123-176-3 , Whitaker House , 1/8/2019