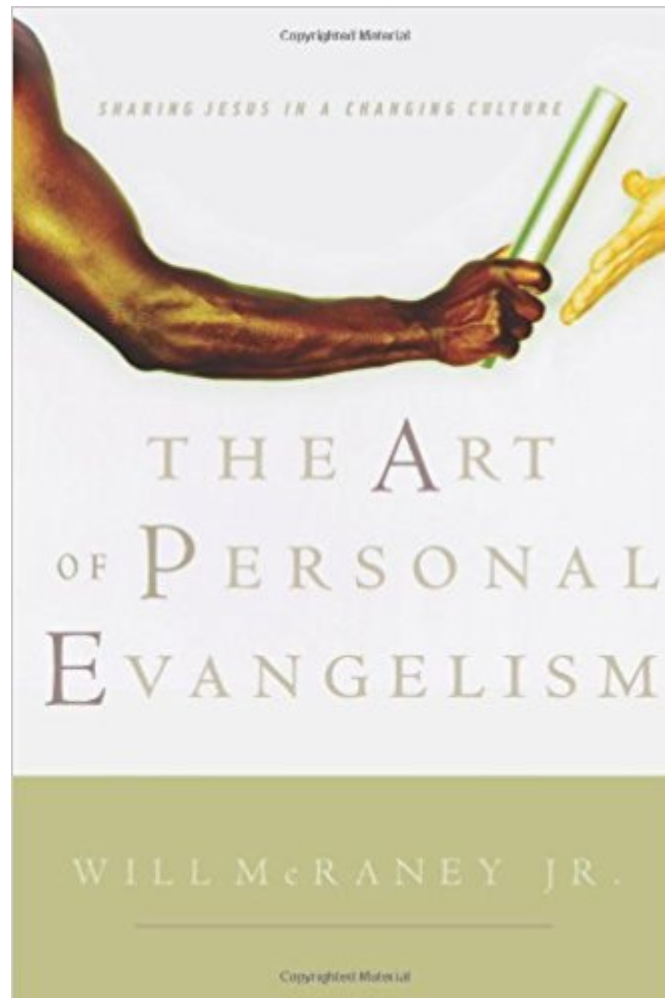




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The Art Of Personal Evangelism: Sharing Jesus In A Changing Culture



Synopsis

Personal evangelism is the foundation for all church growth. As the culture and landscape of America shifts, people are looking for spiritual answers to life's significant questions. However, in the increasingly crowded marketplace of spiritual ideas, people are looking to the church less and less. Will McRaney addresses this problem at the heart of the solution. If the Kingdom of God is to expand, individual Christians will have to learn to communicate their faith story in a way that is engaging, personal, and relevant to the listening culture today.

Customer Reviews

Will McRaney earned a Ph.D. in Evangelism from New Orleans Baptist Theological Seminary in 1992. Having served a variety of roles related to the field of evangelism, he presently is the Max and Bonnie Thornhill Chair of Evangelism at New Orleans Seminary and also serves as assistant professor of evangelism. He also ministers through his role as co-founder of the Ministry Enhancement Group, a training and consulting group in the areas of church growth and leadership development. He currently resides in New Orleans, Louisiana.

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