



# Holy Mavericks: Evangelical Innovators and the Spiritual Marketplace

*Phillip Luke Sinitiere, Shayne Lee*

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**Holy Mavericks: Evangelical Innovators and the Spiritual Marketplace** Phillip Luke Sinitiere, Shayne Lee

Joel Osteen, Paula White, T. D. Jakes, Rick Warren, and Brian McLaren pastor some of the largest churches in the nation, lead vast spiritual networks, write best-selling books, and are among the most influential preachers in American Protestantism today. Spurred by the phenomenal appeal of these religious innovators, sociologist Shayne Lee and historian Phillip Luke Sinitiere investigate how they operate and how their style of religious expression fits into America's cultural landscape. Drawing from the theory of religious economy, the authors offer new perspectives on evangelical leadership and key insights into why some religious movements thrive while others decline.

**Holy Mavericks** provides a useful overview of contemporary evangelicalism while emphasizing the importance of "supply-side thinking" in understanding shifts in American religion. It reveals how the Christian world hosts a culture of celebrity very similar to the secular realm, particularly in terms of marketing, branding, and publicity. **Holy Mavericks** reaffirms that religion is always in conversation with the larger society in which it is embedded, and that it is imperative to understand how those religious suppliers who are able to change with the times will outlast those who are not.

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Holy Mavericks: Evangelical Innovators and the Spiritual Marketplace can be one of your starter books that are good idea. Most of us recommend that straight away because this book has good vocabulary which could increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The author giving his/her effort to put every word into delight arrangement in writing Holy Mavericks: Evangelical Innovators and the Spiritual Marketplace although doesn't forget the main stage, giving the reader the hottest along with based confirm resource info that maybe you can be one among it. This great information can drawn you into fresh stage of crucial thinking.

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