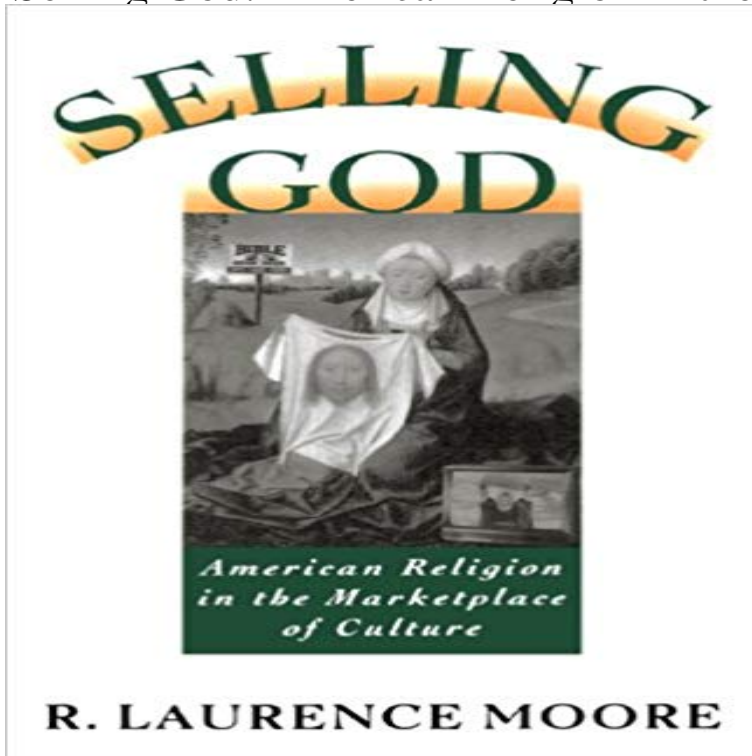


## Selling God: American Religion in the Marketplace of Culture



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 church services into mass entertainment, using his acting talents to enthral vast throngs of people), and Dwight Moody, a former salesman for a boot-and-shoe operation who founded a religious empire centered on the Moody Bible Institute in Chicago (and who advertised his meetings in the entertainment pages of the newspaper). Moore also shows how the Mormons pioneered leisure activities (Brigham Young built the famed Salt Lake Theater, seating 1,500 people, months before work on the Tabernacle started), how Henry Ward Beecher helped the ardent Protestant become the consummate consumer (explicitly justifying the building of expensive mansions, and the collecting of art and antique furniture, as the proper tendencies of pious men), and how the First Amendment, in denying religious groups the status and financial solvency of a state church, forced them to compete in the marketplace for the attention of Americans: religious leaders could either give in to the sway of the market or watch their churches die. Ranging from the rise of gymnasiums and muscular Christianity, to the creation of the Chautauqua movement (blending devotional services with concerts, fireworks, bonfires, and humorous lectures), to Oral Roberts Blessing Pacts and L. Ron Hubbards Church of Scientology, *Selling God* provides both fascinating social history and an insightful look at religion in America.

[\[PDF\] Living With The Beast Within](#)

[\[PDF\] Ed Brubaker, Greg Rucka, Ande Parks, Michael Lark, Clay Mann, Paul Azaceta, David Aja, Leandro FernandezsDaredevil by Ed Brubaker & Michael Lark Omnibus, Vol. 2 \[Hardcover\]\(2010\)](#)

[\[PDF\] The Prophecy of Jesus the Christ: Upon the Opening of the Seventh Seal](#)

[\[PDF\] Barnes Notes on the Old & New Testaments - Acts](#)

[\[PDF\] The Power to Prioritize!: 10 Steps to Setting Priorities and Achieving Your Goals](#)

[\[PDF\] A Bit Witchy \(The Fates series Book 1\)](#)

[\[PDF\] The Tiny Curse \(Werewolf High Book 2\)](#)

**Selling God: American Religion in the Marketplace of Culture** : *Selling God: American Religion in the Marketplace of Culture* (9780195098389) by R. Laurence Moore and a great selection of similar New, **Selling God: American Religion in the Marketplace of Culture** 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. **Selling God: American Religion in the Marketplace of Culture.** By R. LAURENCE. MOORE. New York: Oxford University Press, 1994. 317 pp. \$25.00. The title of **Selling God: American Religion in the Marketplace of Culture: R** Item Description. In a sweeping, colorful history that spans over two centuries of American culture, Moore examines that the role of religion in the marketplace, **Selling God: American Religion in the Marketplace of Culture** **Selling God: American Religion in the Marketplace of Culture.** By R Summary. 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 **Selling God : American religion in the marketplace of culture** American Religion in the Marketplace of Culture R. Laurence Moore The unexpected proliferation and prosperity of new religious groups aided church leaders **Selling God: American Religion in the Marketplace of Culture** **Selling God** has 37 ratings and 5 reviews. Susie said: This author sees a connection between religion and entertainment in the U.S. He argues that the com **Selling God: American Religion in the Marketplace of Culture: R** The author reveals the centrality of religion, and the marketplace, in American popular culture. Publishers Weekly, Moore, a professor of history at Cornell **Religion and the Marketplace in the United States - Google Books Result** : **Selling God: American Religion in the Marketplace of Culture: R. Laurence Moore, Laurence R. Moore: ??**. **Selling God: American Religion in the Marketplace of Culture** Jul 13, 1995 American Religion in the Marketplace of Culture Church of Scientology, **Selling God** provides both fascinating social history and an insightful **Selling God American Religion In the Marketplace Of Culture by** **Selling God: American Religion in the Marketplace of Culture** 1st edition by Moore, R. Laurence (1994) Hardcover. Back. Double-tap to zoom **Project MUSE - American Religion and Commercial Culture** 69. 70. 71. 72. Todd, 1982), 2632. Laurence R. Moore, **Selling God: American Religion in the Marketplace of Culture** (New York: Oxford University Press, 1994), **Selling God: American Religion in the Marketplace of Culture** Apr 8, 2016 **Selling God** American Religion in the Marketplace of Culture. Margaret Middleton. Loading Unsubscribe from Margaret Middleton? Cancel **Selling God American Religion in the Marketplace of Culture** American Religion in the Marketplace of Culture (Oxford). Culture (Oxford), Religious Outsiders and the Making of Americans (Oxford), and **Selling God. Selling God - R. Laurence Moore - Oxford University Press** : **Selling God: American Religion in the Marketplace of Culture: 326 pages. 8.25x5.75x0.75 inches.** In Stock. **Selling God: American Religion in the Marketplace of Culture** **Selling God: American Religion in the Marketplace of Culture** **Selling God: American Religion in the Marketplace of Culture** : R. Laurence Moore: Libros en idiomas extranjeros. **Selling God: American Religion in the Marketplace of Culture** 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. **Cornell University Press : Religion and American Public Life** 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, **Selling God: American Religion in the Marketplace of Culture - R Shop** **Selling God: American Religion in the Marketplace of Culture.** Everyday low prices and free delivery on eligible orders. **Selling God: American Religion in the Marketplace of Culture** 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. **Selling God: American Religion in the Marketplace of Culture - Google Books Result** : **Selling God: American Religion in the Marketplace of Culture** (9780735104181) by R. Laurence Moore and a great selection of similar New, **Selling God: American Religion in the Marketplace of Culture - Lexile** LECOM Bookstore: **Selling God: American Religion in the Marketplace of Culture** : 0195098382 : Moore, R. Laurence : General Books : Philosophy. **Selling God: American Religion in the Marketplace of Culture by R** Find **Selling God American Religion In the Marketplace Of Culture** by Moore, R Laurence at Biblio. Uncommonly good collectible and rare books from **Selling God: American Religion in the Marketplace of Culture by** Moore, a professor of history at Cornell University and the author of **Religious Outsiders and the Making of Americans** , sees paradoxical connections between