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# Retailers+

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Growing Christian stores and suppliers through better business practices

GENERATION GAFFE:

Are You (and Your Store) Prepared to Serve

Postmodern  
Christians?

: 18

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An edgy Bible-zine targets those who wouldn't typically open, or own, a Bible.

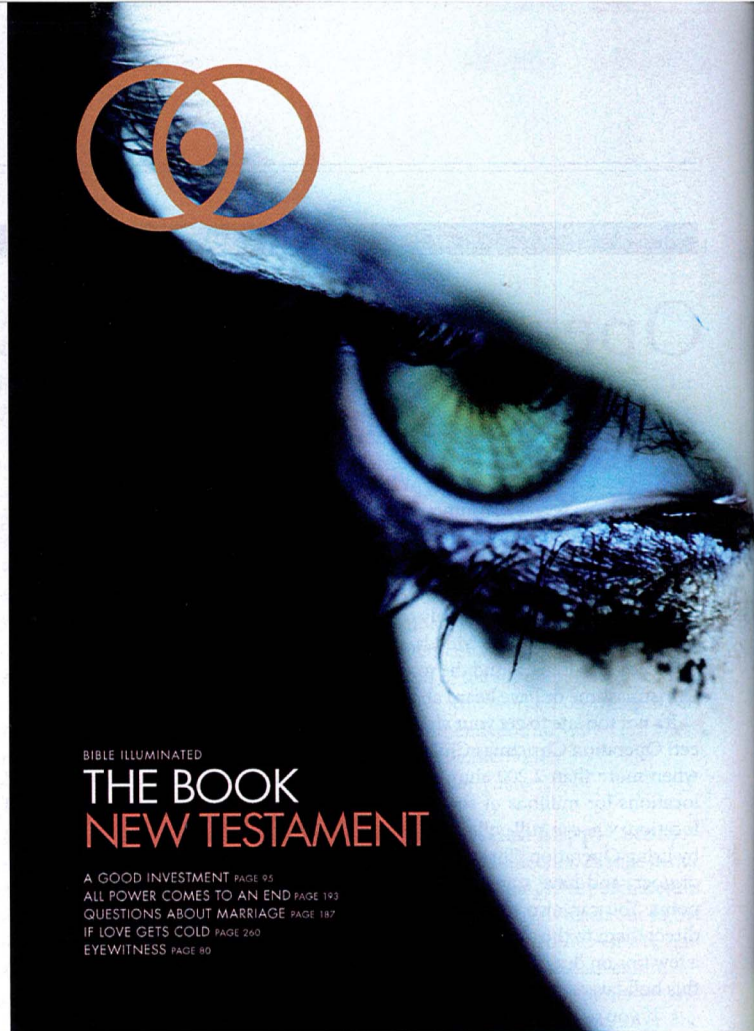
# Bible Illuminated: The Book in America

►►► Last year, *Illuminated World*, a Swedish publishing group headed by advertising executive Dag Söderberg and Jan Carlzon, published *Bible Illuminated: The Book* in Sweden. The two-volume "Bible-zine" matched a Swedish Bible translation "in a magazine style with... running text instead of chapters, verses... a format most people are familiar with when reading news stories," according to Söderberg, with glossy, contemporary photographs of edgy subjects. Each image is matched with a piece of Scripture that creates an often ironic combination. In mostly secular Sweden, religion is often dismissed. However, the first run of *Bible Illuminated: The Book* increased Bible sales in Sweden by nearly 50 percent.

This fall, an English-language version of *Bible Illuminated: The Book: New Testament* (p, \$35, ISBN: 9789197669443), using the American Bible Society's Good News Translation (GNT), releases to the U.S. market, with the distributors at Midpoint Trade Books anticipating a first printing of 200,000 copies.

In an article in the *Christian Press* newspaper, Söderberg says of the Bible-zine: "I didn't make it for everyone to like. More for people to think. Some people will like it, some hate it. Either way, I want it to be well spread, to create a buzz. ...That way, perhaps everyone can have a Bible on their table without causing too much panic."

J.P. Moreland, Distinguished Professor of Philosophy, Talbot



BIBLE ILLUMINATED

## THE BOOK NEW TESTAMENT

A GOOD INVESTMENT PAGE 95  
ALL POWER COMES TO AN END PAGE 193  
QUESTIONS ABOUT MARRIAGE PAGE 187  
IF LOVE GETS GOLD PAGE 260  
EYEWITNESS PAGE 80

School of Theology, Biola University, theologian, author, and Christian apologist, said of *Bible Illuminated: The Book*: "...Indeed, for millions upon millions, including myself, the Bible is more than a mere human document—it is the very Word of God to humanity. For all these reasons, and many, many more, it is a good then when people simply read and reflect on the Bible. The *Bible Illuminated* provides a fresh opportunity to recognize that the Bible provides knowledge about reality. It brings the Bible to ordinary folk in a readable form and an attractive format."

### PRODUCT INTELLIGENCE

# Bible

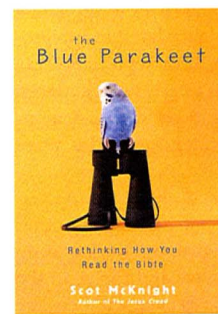
Send Bible news to Kathleen Samuelson >>> [ksamuelson@cbaonline.org](mailto:ksamuelson@cbaonline.org)



**The Word of Promise for the Next Gen**  
In association with Falcon Picture Group, Thomas Nelson releases *The Word of Promise Next Generation New Testament* audiobook (20 CD set, \$49.99, ISBN: 9781400313273; MP3, \$34.99, ISBN:

9781400313303) this month. The project uses the ICB (International Children's Bible) New Testament, is accompanied by a new contemporary musical score, and was produced in dramatic audio theater. The talented young cast includes: narrator Sean

Astin (*Lord of the Rings, Rudy*), Cody Linley (*Cheaper by the Dozen, Hannah Montana*) as Jesus, AnnaSophia Robb (*Road to Terabithia, Charlie and the Chocolate Factory*) as Mary Magdalene, and Andrew Lawrence (*Brotherly Love, Jack Frost*) as Matthew.



**The Blue Parakeet Passages**  
"There are enough passages in the Bible—and I began to sense this when I was a young Christian—that, when we read them, make us think all over again about how we are reading the Bible. I call these