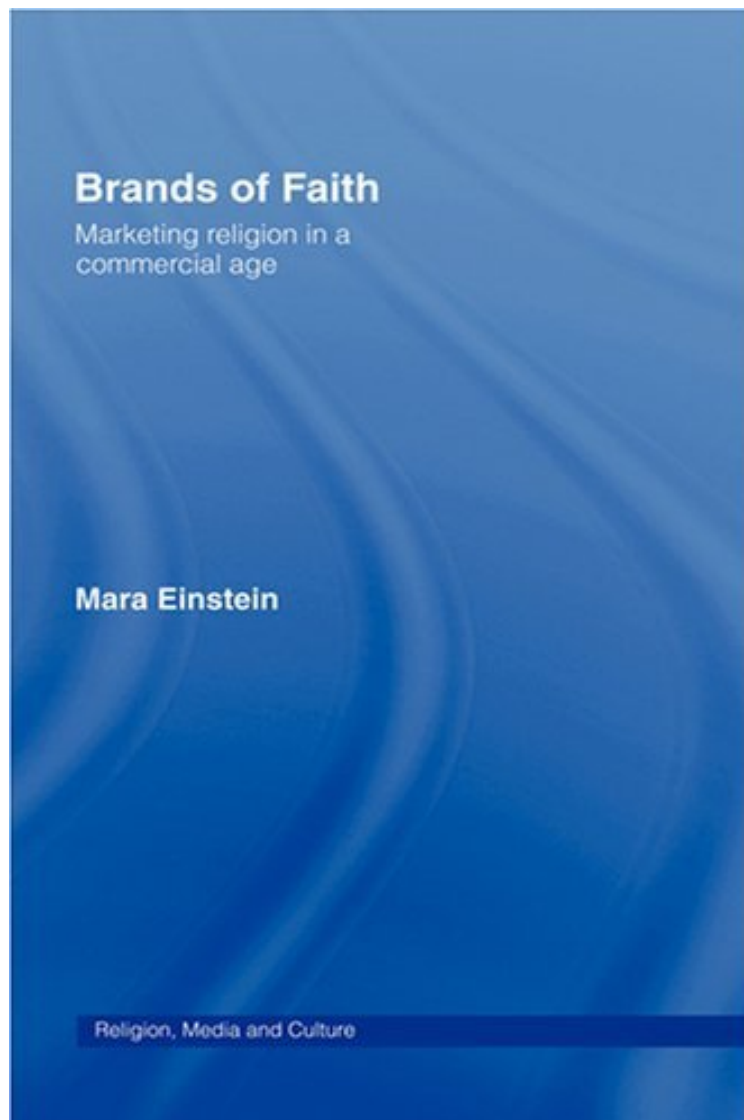


[Download pdf ebook] Brands of Faith: Marketing Religion in a Commercial Age (Media, Religion and Culture)

Brands of Faith: Marketing Religion in a Commercial Age (Media, Religion and Culture)

Mara Einstein

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Mara Einstein : Brands of Faith: Marketing Religion in a Commercial Age (Media, Religion and Culture) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brands of Faith: Marketing Religion in a Commercial Age (Media, Religion and Culture):

1 of 1 people found the following review helpful. it's one of my favorite academic works on the intersection of the sociology of ...By A FanI think this book deserves way more attention than it has gotten; it's one of my favorite

academic works on the intersection of the sociology of religion, culture, and branding. Why do faiths take on the guise of branding? How does this function to create a docile and engaged audience? In what ways does branding a faith change the practice and spiritual tradition? What are the implications for branding faith today, in a capitalist society? There are some very timely and deep questions addressed in this book. Well worth a read. 7 of 9 people found the following review helpful. Brands of Faith By Outerboroughbabe This book really helped me to understand why red strings were so in vogue these past few years and why Christian music and books have invaded BN. It also gave me insight into why our political system is being overrun by religion. Einstein is a professor of media studies and a former MTV Networks exec. so she really knows her stuff in terms of marketing and how it infiltrates our consciousness. She does a great job in explaining how the lines between religion and popular culture have become blurred. While the book provides a great analysis of the growth in Christian media, the real payoff is in the chapter that compares Joel Osteen to Oprah Winfrey. Also, don't let the picture on the cover confuse you. It's not just about Christianity. All faiths are affected by the marketing of religion and the chapter on Kabbalah (with a great explanation of the Madonna influence) is truly entertaining.

In a society overrun by commercial clutter, religion has become yet another product sold in the consumer marketplace, and faiths of all kinds must compete with a myriad of more entertaining and more convenient leisure activities. Brands of Faith argues that in order to compete effectively faiths have had to become brands; easily recognizable symbols and spokespeople with whom religious prospects can make immediate connections. Mara Einstein shows how religious branding has expanded over the past twenty years to create a blended world of commerce and faith where the sacred becomes secular and the secular sacred. In a series of fascinating case studies of faith brands, she explores the significance of branded church courses, such as Alpha and The Purpose Driven Life, mega-churches, and the popularity of the televangelist Joel Osteen and television presenter Oprah Winfrey, as well as the rise of Kabbalah. She asks what the consequences of this religious marketing will be, and outlines the possible results of religious commercialism; good and bad. Repackaging religion; updating music, creating teen-targeted bibles; is justifiable and necessary. However, when the content becomes obscured, religion may lose its unique selling proposition; the very ability to raise us above the market.

'This illuminating, thoughtful, and important analysis of faith branding explains a great deal about the current crossover of entertainment and religion in the US... Highly recommended.' R. Ray, Mississippi State University, CHOICE 'Brands of Faith offers a valuable reassessment of religion in a globalized post-industrial economy. Einstein introduces the histories of television and marketing as much-needed conversation partners for anyone interested in religion in America today. Her expertise in media and marketing is essential for such an exploration and both Communications and Religious Studies scholars with benefit from her emphatic bridging of these worlds.' The Communication 'Brands of Faith is a welcome addition to the larger body of work on religion and consumer culture. Because of Einstein's business acumen, she offers a perspective unavailable to most religion scholars. ... [A] lively read that will enlighten those looking for an interpretive lens through which to view the spectacular success of contemporary religious commodities.' Aaron K. Ketchell, University of Kansas, USA About the Author Mara Einstein is an Associate Professor of Media Studies at Queens College as well as a professor at the business school at New York University. Prior to teaching, she worked as a marketing executive at NBC and MTV Networks as well as at a number of major advertising agencies.