



The Gospel According to Starbucks: Living with a Grande Passion

By Leonard Sweet

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The Gospel According to Starbucks: Living with a Grande Passion By Leonard Sweet

Introducing the life you'd gladly stand in line for

You don't stand in line at Starbucks® just to buy a cup of coffee. You stop for the *experience* surrounding the cup of coffee.

Too many of us line up for God out of duty or guilt. We completely miss the warmth and richness of the experience of living with God. If we'd learn to see what God is doing on earth, we could participate fully in the irresistible life that he offers.

You can learn to pay attention like never before, to identify where God is already in business right in your neighborhood. The doors are open and the coffee is brewing. God is serving the refreshing antidote to the unsatisfying, arms-length spiritual life—and he won't even make you stand in line.

Let Leonard Sweet show you how the passion that Starbucks® has for creating an irresistible experience can connect you with God's stirring introduction to the experience of faith.

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The Gospel According to Starbucks: Living with a Grande Passion By Leonard Sweet Bibliography

- Rank: #511474 in Books
- Brand: WaterBrook Press
- Published on: 2007-01-16
- Released on: 2007-01-16
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x .60" w x 5.60" l, .58 pounds
- Binding: Paperback
- 224 pages

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Editorial Review

From Publishers Weekly

Studies show that fewer Americans than we thought attend church, and Sweet, popular author (*Soul Salsa*) and professor of evangelism at Drew Theological School in New Jersey, thinks that the church should take cues from an institution that isn't suffering a lack of customers: Starbucks. For all his hip cultural sensitivity, Sweet hasn't shed one standby of church-growth books: the acronym. His is EPIC, which stands for Experience, Participation, "Images that throb with meaning," and Connection. Starbucks has mastered EPIC living, and the church can, too. The successful coffee corporation recognizes that people are drawn in through visual icons, and it beats competitors because its design sensibility is superior—indeed, its imagery is shot through with "spiritual significance." The church should take a hint and, instead of focusing solely on its written mission statements, devote some energy to design. Starbucks understands that people hunger for "authentic experience." Finally, just as people like to drink coffee together, people seek community and connection in religious settings. Sweet's bottom line? Christianity must move beyond rational, logical apologetics, and instead find ways of showing people that it can offer "symbols and meaningful engagement." This whimsical and insightful book offers a fresh approach to a topic of perennial interest. (Apr. 17)

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Review

Praise for

The Gospel According to Starbucks®

"Cultural barista Leonard Sweet serves up a triple venti cup of relevant insights to wake up decaffeinated Christians. Careful, the book you're about to enjoy is extremely hot."

—Ben Young, pastor, author of *Why Mike's Not a Christian*

"Reading this book is a caffeine jolt. Get ready to be accelerated into the future, with Jesus a central part of the experience."

—Dan Kimball, pastor, author of *The Emerging Church* and *They Like Jesus, But Not the Church*

"*The Gospel According to Starbucks®* inspires us to quit playing safe and mediocre lives and to fulfill our God-given potential. Leonard Sweet uncovers God's purpose for people not just as individuals but also as communities. An outstanding and thought-provoking book."

—Paul McGee, international speaker, best-selling author of *S.U.M.O. (Shut Up, Move On®)*

"I have a massive passion for passion. It's my favorite spiritual topic. And I have a nominal coffee obsession, Starbucks being my ritual more often than not. So what a treat to read Leonard Sweet's extra-shot weaving together of the two—all in the hope that each of us will drink in the meaningful and passion-filled life we were designed for."

—Mark Oestreicher, president of Youth Specialties

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