



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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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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—Mark Oestreicher, president of Youth Specialties

Users Review

From reader reviews:

Stuart Ross:

Have you spare time for just a day? What do you do when you have far more or little spare time? That's why, you can choose the suitable activity regarding spend your time. Any person spent their particular spare time to take a walk, shopping, or went to typically the Mall. How about open or perhaps read a book allowed *The Gospel According to Starbucks: Living with a Grande Passion*? Maybe it is for being best activity for you. You recognize beside you can spend your time together with your favorite's book, you can better than before. Do you agree with the opinion or you have additional opinion?

Norris Patterson:

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Teresa Vanhook:

Spent a free time for you to be fun activity to try and do! A lot of people spent their free time with their

family, or their own friends. Usually they performing activity like watching television, likely to beach, or picnic from the park. They actually doing same task every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? Can be reading a book may be option to fill your free time/ holiday. The first thing that you will ask may be what kinds of e-book that you should read. If you want to try out look for book, may be the guide untitled The Gospel According to Starbucks: Living with a Grande Passion can be fine book to read. May be it might be best activity to you.

Michael Marchant:

Many people said that they feel fed up when they reading a book. They are directly felt that when they get a half elements of the book. You can choose typically the book The Gospel According to Starbucks: Living with a Grande Passion to make your personal reading is interesting. Your personal skill of reading proficiency is developing when you like reading. Try to choose very simple book to make you enjoy you just read it and mingle the idea about book and studying especially. It is to be initially opinion for you to like to open a book and learn it. Beside that the reserve The Gospel According to Starbucks: Living with a Grande Passion can to be a newly purchased friend when you're truly feel alone and confuse in what must you're doing of this time.

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