



Giving Blood: A Fresh Paradigm for Preaching

Leonard Sweet

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A Groundbreaking Resource for Preaching

If the church wishes to converse effectively with a culture, it must learn the culture's language. Today, shifts in technology mean that language is increasingly one of symbols and metaphors, stories and images—not words.

So what does this mean for the sermon, that long-standing, word-based tradition of Christianity?

In this ground-breaking resource, bestselling author Leonard Sweet offers an alternative to traditional models of preaching, one that is fitting to a new culture and a new mode of thinking. The first book of its kind to move preaching beyond its pulpit-centric fixation and toward more interactive, participatory modes of communication, Sweet presents both a challenge and a path forward for a church struggling to maintain its relevance in a post-modern, media-saturated culture.

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