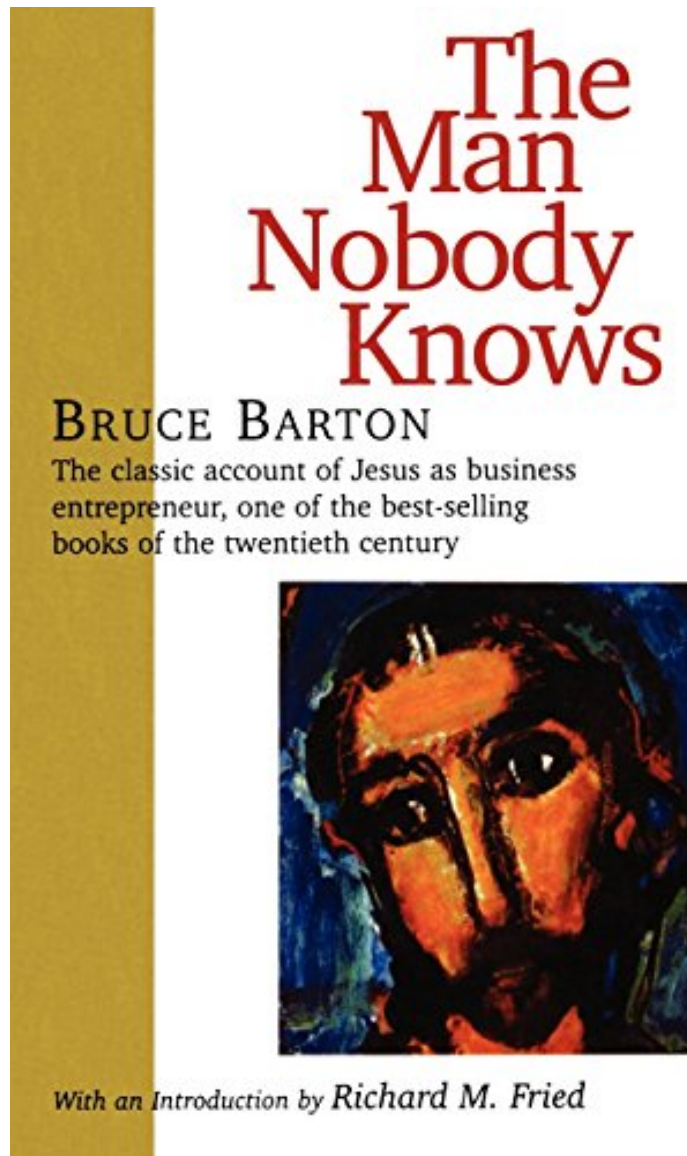


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The Man Nobody Knows

Bruce Barton

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#575525 in Books Ivan R. Dee 2000-04-18Original language:EnglishPDF # 1 8.60 x .41 x 5.57l, .41 #File Name: 1566632943128 pages | File size: 50.Mb

Bruce Barton : The Man Nobody Knows before purchasing it in order to gage whether or not it would be worth my time, and all praised The Man Nobody Knows:

8 of 8 people found the following review helpful. If you're a seekerBy robinrjohnI first found this book in an antiques/junk shop years ago. The title caught my attention. I have been for years a "self-help" junkie, reading all kinds of books that offer advice for strength, improvement, enlightenment. And, inevitably, all these wanderings led to spiritual seeking, had to. And so I found myself reading anything I could about Jesus.... "Mere Christianity", by C.S.

Lewis; a book called "Barabbas" (about the man who was "let go" at the crowd's insistence, instead of Christ) for example. This book, by a long-deceased advertising man, Bruce Barton, is his attempt to "personalize" Christ, as the scriptures leave quite a bit to our imagination. I loved this book, because it helped me to focus on the "man" Jesus, as he walked among men. I lent it to someone and never got it back. In fact, I've lent two copies and never had them returned. And so, luckily, I found it in print again. If anyone out there is seeking, I have a copy. 0 of 0 people found the following review helpful. Not all that interesting. By BBlots of speculation... lost interest about 1/2 through. 0 of 0 people found the following review helpful. very good book which is about Jesus By E. S. Stone Very, very good book which is about Jesus, the Man Nobody Knows, God's only begotten son who was sent to earth to save all people from their sins if they only except Him as their Savior. Jesus died on the cross and suffered affliction for our sins then after 3 days arose from the grave conquering death so that even tho' we die a physical death our souls will go to heaven to be with Him for eternity, if we only believe. This books gives insight into the human side of Jesus. He was fully man, but yet fully God on earth. The Trinity - God the Father, God the Son God the Holy Spirit.

Bruce Barton's 1925 effort to reconfigure Jesus for the Roaring Twenties turned into one of the great best-sellers of the century. In *The Man Nobody Knows*, Barton depicted Christ as a man's man, not the meek, effeminate figure he had encountered in Sunday School. No Puritan or Prohibitionist, this Jesus turned water into wine and was "the most popular dinner guest in Jerusalem." Here was the world's first advertising man, whose parables sparkled as models for modern jingle writers. (Barton had co-founded the celebrated advertising firm of Batten, Barton, Durstine and Osborne.) Here was Christ, the world's greatest business executive, who "picked up twelve men from the bottom ranks of business and forged them into an organization that conquered the world." When in the 1950s Barton felt compelled to revise his often-reprinted book for a new generation, he blurred its focus. In this new edition, the historian Richard Fried revives the primary source in Barton's original language. Mr. Fried explores the book's rich insights into the culture of the 1920s, revealing not only the union of religion and business but changing attitudes toward consumption and leisure, sexuality and the roles of men and women.

His themes are, ahem, resurrected by businessmen who seek to enumerate the most common problems in business. (Kim Phillips-Fein *The American Prospect*) Barton is a pioneer in public relations...by making Jesus the founder of modern business. (Richard N. Ostling *Philadelphia Tribune*) From the Publisher When it was originally published in 1925, the book topped the nonfiction bestseller list. Its lessons for the modern businessman are even more compelling today. From the Back Cover Bruce Barton's 1925 effort to reconfigure Jesus for the Roaring Twenties turned into one of the great best-sellers of the century. Here was Christ, the world's greatest business executive, who "picked up twelve men from the bottom ranks of business and forged them into an organization that conquered the world". In this new edition, the historian Richard Fried revives Barton's original language. Mr. Fried explores the book's rich insights into the culture of the 1920s, revealing not only the union of religion and business but changing attitudes toward consumption and leisure, sexuality and the roles of men and women.