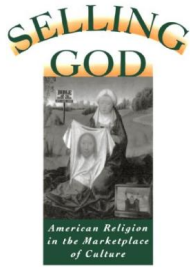


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SELLING GOD: AMERICAN RELIGION IN THE MARKETPLACE OF CULTURE



R. LAURENCE MOORE

Oxford University Press. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 8.0in. x 5.3in. x 0.7in. Religion in America is up for sale. The products range from a plethora of merchandise in questionable taste--such as Bible-based diet books (More of Jesus. Less of Me), Rapture T-shirts (one features a basketball game with half its players disappearing in the Rapture--the caption is Fast Break), and bumper stickers and Frisbees with inspirational messages--to the unabashed consumerism of Jim Bakkers Heritage USA, a grandiose...

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