

Creating Customer Evangelists

How Loyal Customers Become a Volunteer Sales Force

By Ben McConnell and Jackie Huba



Jackie Huba and Ben McConnell at the
2010 Customer 2010 event

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Creating Customer Evangelists Discussion Guide

Magrey deVega



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the church has resisted the idea of using business methodologies in the religious sphere Yet a closer look reveals that most church hierarchies have borrowed much of their organizational structure from the business sector But the church is not alone in its borrowing Today the lines between the church and the business sector are blurred as both entities influence each other interchangeably In *Branded Faith* Rajkumar Dixit enters an engaging and intellectually stimulating analysis of what the church can learn from the business practices of marketing branding and contextualization Using examples drawn from widely recognized companies such as Nike Starbucks Coca Cola and Subway Dixit systematically builds a case for the power of a story and emphasizes the importance of seeking culturally relevant ways to spread it Those who care deeply about sharing Christianity powerfully and effectively will find in *Branded Faith* a thoughtful presentation of ideas on how to maintain the integrity of the gospel while exploring fresh methods of communicating the good news to a postmodern society

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