

Jesus Consumer: Reframing the Debate between Faith and Consumption

Michael L. Klassen



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Jesus Consumer: Reframing the Debate between Faith and Consumption Michael L. Klassen Some scholars believe that Jesus' punitive instructions about possessions and material goods amount to little more than antiquated sayings. By contrast, *Jesus Consumer* combines modern consumer research with the latest writings on historical Jesus to propose a model for contemporary consumer behavior that pays serious regard to Jesus' "consumption teachings." The author argues that Jesus' consumer teachings possess the greatest potential to help us effect positive change in our personal lives and social relationships. We need to interpret and enact his teachings symbolically, not follow them literally.



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