

1: The Lion, the Witch and the Wardrobe Read-Aloud Edition - C. S. Lewis - Google Books

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Christensen is primarily famous as one of the preeminent fantasy painters working today. But he is also the co-author of a fantasy book he illustrated: *Voyage of the Basset*, with Renwick St. James and Alan Dean Foster Artisan, Kenny Kemp *I Hated Heaven* Tom dies suddenly of pancreatic cancer in the midst of a full, more or less happy life. He goes to "Paradise," not a purgatory but a sort of staging area for Heaven--and where Kemp works out his rather imaginative theology. Trouble is, Waring left a lot of bills, a trusting young son, and a loving wife whose agnosticism is only strengthened by the sorrows thrust upon her. What kind of God, in other words, would call away a good man leading a worthwhile and vital life? Thus Tom spends his time in Paradise trying to return to Earth in this original, comic novel. Hell is 10, Cable Channels. Dad was a Carpenter: *Blueprints for a Meaningful Life*. Jack Weyland Weyland, a university physics professor, is best known as one of the most popular authors of Latter-day Saint popular fiction. Author of two s. Most of his novels are not SF, but *A New Dawn* could be classified as such, as it is about a physicist who discovers the unified field formula. As such, he is one of the best-selling novelists in the Latter-day Saint market. More recently April Lund was called as a Seventy. Less well known is his science fiction novel *The Alliance*. In Lund again published a science fiction novel, the alternative history *The Freedom Factor* Bryce Sherwood, a young senatorial aide whose star is rising, is a key player in an attempt to pass an amendment that would eliminate the checks and balances built into the Constitution. When Nathaniel Gorham, one of the original Founding Fathers, appears to him, he is transported into a world where the Constitution was never ratified. Chris Heimerdinger Mainstream press: Stories include "Act of Faith"; "Millennial End", etc. Jane Yolen and Martin H. One, Two, and Three: What Does Each One See? *The Fly on the Rose*; over 20 non-fiction genealogical books incl. He is probably best known for his Jason Croft character. One of few s. Runner up in the Sideways Awards for Alternative History. Allred has also written many critical essays and regular columns on science fiction and fantasy, as well as literature in general. She has a degree in music and has worked as a music reviewer, columnist, and freelance journalist. She is the mother of seven children and currently resides in Orem, UT. Columnist for *Starfleet Journal*. Co-creator of influential and best-selling computer games: *Martine Bates Leavitt* [Canadian. Also Latter-day Saint market sf novels: Non-sf screenplays include "Thanksgiving Promise" Disney movie for television. *Secrets Keep* Signature Books, Latter-day Saint investigative reporter who helped put a murderer behind bars finds she has a psychic link to the murder and discovers more of his secrets. *Salamander*; *Windows on the Sea*, and other works. Parkin [Lives in Utah County. Received the Francis award for best time travel romance novel. Example ; Non-sf includes screenplays e. Alane Ferguson *Overkill* Avon Flare

2: Home - Zondervan

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So if they want to keep their share of this evergreen market—and they do—publishers must revise, revise, revise. So while there are several brand new products this year, most publishers are mining their Bible backlists and asking, What can we do to make it fresh? Fortunately for Bible buyers, that means going beyond a flashier cover to rethinking, reediting and reformatting the well-loved text. So while we often release new Bibles, the majority of our success is based on the backlist that delivers year after year. Still, the brouhaha has not discouraged Zondervan from its plan to bring out new TNIV products, including the complete Bible in , and then moving on to publish its other popular Bibles in the TNIV. The Quest Study Bible Feb. All of these Bibles, published between and , sold between , and six million copies per title. Despite this enviable track record, the revisions will be vital to future success, Sawyer says. The Sports Devotional Bible, a partnership with Sports Spectrum magazine, with covers that look and feel like either a real football or a basketball, was published in July. Many prominent evangelical leaders actually have come out against the TNIV, but Zondervan is hoping to do an end-run around them by popularizing the book on campuses. But Zondervan is persisting with a long-term strategy. Launching in two parts will allow Zondervan to learn from the first launch. Would Gillette want to be able to produce half of a razor, and introduce it and see how it was going? At least two unusual factors are at work here. The NIV has swallowed 45 percent of the US Bible market since its debut 30 years ago, largely because of its reputation for literal translation. Despite the risks of becoming analogous to New Coke, Zondervan made the plunge with the TNIV, implementing a branding and go-to-market strategy that operates at four levels. First, it is trying to bypass Christian bookstores by pursuing mass merchandisers, youth-market opinion leaders, and PR successes. Second, it is continuing to hammer away with its reps at the store and chain level. Third, it is pledging the patience to wait for long-term success with a new generation of believers. The cost of promulgating a new Bible translation often has been steep. Sixteenth-century reformer William Tyndale, for example, was tied to a stake, strangled, and then burned for translating the New Testament and a portion of the Old Testament into English from the original Greek and Hebrew sources. But the other 30 percent of the changes deal with gender, and they have made TNIV a lightning rod, electrifying an underlying matrix of tensions within evangelicalism itself. Like most of the major religions, Christianity is a highly patriarchal faith, starting with God the Father and Jesus Christ the Son but also continuing right down through the popes, Martin Luther and Billy Graham. Yet as in the general culture, the last few decades have brought a persistent debate to evangelicalism about the historical and current roles of women. For what children are not disciplined by their parents? The failure to do so only added to their indignation once Zondervan announced late in that it was, in fact, coming out with a gender-revised TNIV. Opponents struck back by placing an ad in a number of Christian magazines that proffered a scathing critique of TNIV. While fueling a short-term surge in purchases by the curious, the gambit threatened the very viability of the TNIV. Zondervan also has demonstrated a willingness to play rough with its critics. Further, Zondervan threatened to end any advertising in all six magazines published by Strang Communications. But overall, Zondervan believes that its four-tiered strategy gradually will turn the tables in favor of TNIV. Zondervan also thoroughly briefed its 29 Bible salespeople about how to present TNIV and handle tough questions from bookstore personnel. Zondervan has launched a massive public-relations campaign that features a beefed-up review-and-giveaway program; endorsements by its own phalanx of top figures in Christendom, including Philip Yancey, a popular Christian and Zondervan author; and a page, footnote scholarly defense of TNIV. Zondervan also is trying to broaden distribution beyond the polarized CBA market by tapping into huge secular retailers such as Wal-Mart Stores Inc. It already has sent tens of thousands of copies of the TNIV New Testament to pastors, educators and other church leaders and is trying to put copies of the testament in the hands of leaders of youth organizations who, it hopes, then will endorse it to their members. The closeness of the acronyms is part of the story: And we know what happened to New Coke. This summer, Zondervan is

kicking off a huge celebration of the 30th anniversary of NIV with an unprecedented six-figure marketing budget. The New International Version was produced by scholars working under the auspices of the not-for-profit International Bible Society, in an effort to combine accessible English with the accuracy of the original Greek and Hebrew. More than that, NIV has managed to ensconce itself as the mainstay translation of the American evangelical Protestant community, which had been clinging to the year-old King James Version. For what son is not disciplined by his father? Similarly, in Luke To some extent, TNIV is tapping into tensions within the evangelical community. Biblical translations featuring the singular masculine pronoun of traditional English have always complemented the patriarchal nature of Christianity itself. Yet as in the general culture, the past few decades have brought a debate to evangelicalism about the historical and current roles of women. In any event, to many evangelicals, TNIV is redolent of cultural drift, radical feminism and political correctness. A hundred conservative Christian leaders—including the Rev. Officials of the International Bible Society—which is producing TNIV just as it did NIV—explain that they and Zondervan executives ultimately felt compelled to spread the Gospel using what they believe would prove a highly effective new tool. Zondervan executives say they are only trying to reach young readers accustomed to gender neutrality in everything else. And, given the outright banning of TNIV by many evangelical independent bookstores and some chains, sales are off to an impeded start. Lockhart and his colleagues also know that the cost of promulgating a new Bible translation can be steep. Sixteenth-century reformer William Tyndale, for example, was tied to a stake, strangled and then burned for it. We live in a different world today, of course, but there is probably a business equivalent. With the completion of translation work on the entire scriptural text, Zondervan will simultaneously bring out nine separate new TNIV Bibles in 24 separate SKUs, with variations in style, color and format. The TNIV translation, 10 years in the making, is itself targeted at the 18–34 age range. Caminiti said the youthful demographic group cares about accuracy and clarity, but also about a more modern concern. Caminiti responded that the translation is much more conservative than critics say: Some of these stores have been misinformed. They are all designed with compelling formats to engage the minds and hearts of to year-olds, who are more spiritually intrigued than any other age demographic but are leaving the church in large numbers, according to statistics. We believe the TNIV is essential in this effort. Research conducted by Zondervan revealed that 85 percent of to year-olds surveyed said they would want a copy of the complete TNIV when it releases. The TNIV has been in development for nearly a decade under the direction of the CBT, a fully independent group of evangelical scholars from around the world. In addition to hardcover and softcover editions of the full TNIV Bible, the initial product launch includes the following product line-up: This makes group study, reference and teaching easier because everyone with a TNIV text Bible will literally be on the same page. We think they will also like the binding styles and other product options that will be available for this text. More than million copies of the NIV have been sold and distributed worldwide. Visit Zondervan on the web at <http://www.zondervan.com>

3: Inspirational Non-Fiction Books

The Other Format of the Kidz Bible Assortment AMS by Zondervan Publishing Staff at Barnes & Noble. FREE Shipping on \$ or more!

4: Marketing Today's New International Version (TNIV)

Zondervan is a world leading Bible publisher and provider of Christian communications with over new, original books and Bibles published annually.

5: Science Fiction/Fantasy Authors of Various Faiths

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Zondervan learned that the hard way this year with the debut of the New Testament in the Today's New International Version (TNIV) translation, which featured gender-inclusive language and was hammered by many in the evangelical Christian community ("That's putting it nicely," Sawyer acknowledges).

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9: Zondervan | LibraryThing

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