

# The Word In Life™ Study Bible

Vol. 1 No. 2  
 Spring, 1997

An Occasional Report on the Ministry of the *Word In Life™ Study Bible*, Thomas Nelson,  
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## WILSB Breaks Into Best Seller Lists

Since its release in April 1996, the Word in Life Study Bible has moved from the tenth spot on the the Christian Bookseller's Association "Best Selling Study Bibles" list to fifth, and then third place by November, as listed in the Bookstore Journal. It is the only NKJV Bible listed. All others are NIV. This ranking is based upon actual sales in Christian retail stores in the U.S. and Canada as reported by the Evangelical Christian Publishers Association. It does not include sales in non-religious bookstores, organizational bulk purchases or overseas sales. Ask for it whenever you go into a bookstore.

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### The Word In Life Report

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#### The *Word In Life™ Study Bible*

is a joint project between  
 InterVarsity Christian Fellowship  
 and  
 Thomas Nelson Publishers.  
 The New Testament was  
 released in 1993 and the  
 complete Bible in 1996.

Dr. Steve Hayner, Publisher  
 DeAnn Franklin, Editor

#### The WILSB Team:

Pete Hammond, Creative  
 Developer

### The Creators Say...

The WILSB theme editors team worked together for four years. They developed over 6,000 articles, charts, sidebars, indexes and footnotes. Each one brought years of experience in their specialities to the project.  
 Here are some of their comments about why they gave themselves so extensively and what dreams they hold for its ministry.

*"You'll discover that God's work in the world is done by people like you. You'll meet women and men who'll become friends and mentors.... You'll get valuable insight into the daily life of the ancient world through descriptions of cities, occupations and biographical sketches.... You'll be able to study issues that you confront in your Monday - Saturday life. You know...all those worlds of family, neighborhood and workplace that are so often distant from Sunday morning."*

(Sue Cotten, lawyer)

*"We have failed to see people like Abraham as a prosperous sheepherder, Joseph as a powerful government administrator in a foreign government, and David as a president of a country....This Bible is an aid to help the church understand that God's call is to the work-world where most of the church lives from Monday to Friday."*

(Neil Rendall, cross-cultural campus minister.)

*"We need this Bible because the clergy*

*seminarians, and other Christian ministry groups have become so narrowly focused on personal piety, evangelism, and 'what God has and will do for me.' This Bible re-addresses this problem by broadening our focus through well conceived notes to include the whole purpose of God... including the gospel dispelling ethnic barriers, the role of the laity, the impact of the gospel on culture, women in work, the culture and the church, and God's deep concerns regarding business, economics, and public policy issues affecting justice in the community."*

(Dr. Richard Chewning, professor and business consultant.)

*"You will engage the neglected reality that 75% of all the people of the Bible never held a religious job in their lives. They lived and worked in contexts with challenges and issues that are very similar to our's today. Here is a school of faith for the everyday members of the kingdom of God where the teachers are friends in the Bible. The Bible is first and foremost about faith in everyday life—not how to run a religious organization that does most of its business one day a week away from the rough and tumble worlds of family, work and community. Here, you find help for the day to day stuff of life."*

(Pete Hammond, consultant)

*"It bridges between the world in which the Bible was written and the world you live in today. It speaks to the 98% of your life that is*

*lived outside of your church—your work, your family, your community, etc.... It is the 'un-Bible'—the Bible without the feel, look or tone of a typical Bible. It is not afraid to bring up the tough questions.... It breaks new ground. It doesn't have all the answers, but it sure gets things moving in the right direction."*

(Bill Hendricks, consultant)

*"This Bible is for: corporate CEOs who are trying to run value driven companies; urban pastors who seek to balance personal, parochial and public faith; Christian laity who seek to balance inward and outward faith or piety; family and corporate values; collegians who want to integrate faith and learning and desire to learn through a combination of a visually contemporary format with practical helps; minorities who love the NKJV translation but long for the recovery of ethnic realities and sensitivities in Scripture... and others who desire help with culture, class, race, modernity, global and missiological issues."*

(Ray Bakke, urban leader)

## Readers Say...

*"This Bible is ruining my schedule. I can't resist spending twice the time in my daily readings because the helps are so enticing and enlightening. This is a delightful problem."*

(Doctor in Georgia)

*"I can't stop reading the helps—they are so interesting and well written."*

(Western MA Christian Ed Dir.)

*"I'm using it in my extension classes. The lay folks really like it."*

(CA seminary professor.)

*"Wow! This is great, but when can I get it on a CD? It would be so good that way." [ed: This summer!]*

(Boston manager)

*"It's a perfect for seekers and friends. How can I get more copies—quickly?"*

(Midwestern development director)

*"Can I get four gospels of John? I want to test it out with some non-Christians."*

(Western MA evangelist)

*"I just love the charts. It is so much like USA-TODAY."*

(MA financial consultant)

*"I gave one to my 84 year old mom and she can't stop reading it. She has been a Bible reader her whole life but this has added a whole new energy and interest."*

(Manager in Wisconsin)

*"Never have I felt so understood when I read the Bible. The helps connect with what I struggle with and need to know."*

(Working Mom, Midwest)

## R.C. Charismatic Push WILSB

A recent issue of the "Christians In Commerce" (CIC) newsletter, *Challenge*, included a selected book list insert from *Charismatic Renewal Services*. It included ads for both the complete NKJV *WILSB* and the NRSV *WILSB* New Testament. CIC is a national network of mostly Roman Catholic marketplace Christians who are "working to transform the marketplace to the glory of God." You can contact CIC at 2300 East 88th Street, Bloomington, MN 55425-2187 or call 612-854-7006. You can contact *Charismatic Renewal Services* at 1-800-348-2227.

## Gifts For Seminary Guests

The Mockler Center for Faith and Work at **Gordon-Conwell Theological Seminary** gave the *WILSB* as gifts recently. They are sponsoring a series of "Think Tanks" to discern the best ministry of this new Center. Pastors and marketplace leaders spend the day with faculty and administrators exploring options. Each attendee receives a *WILSB* as a thank-you gift for their services.

## Magazine Series Begun

The bi-monthly "*Marketplace*" magazine has begun occasional use of articles from the *WILSB*. The first was a cover story that used a selection of several of biblical jobs from the listings in the "Jobs & Occupations Index." Editor Wally Kroeker is delighted to have permission to use pieces for his readers. The magazine is published by the Mennonites for Economic Development Associates and serves Christian business people and pastors in the U.S. & Canada. Other activists in the ministry of the laity at work movement are also avid readers. It is still the best of the dozen or more publications in this field. Get it at MEDA 302-280 Smith St., Winnipeg, MB R3C 1K2 or phone 204-956-6430.

## Urbana & WILSB

At InterVarsity's 50th anniversary **Urbana** Convention in December, InterVarsity Press featured the *WILSB* along with their Quiet Time Bible. Bookstore coordinator Nancy Fox said, "We sold 363 of the 450 available! Even though the students all got free Bibles at the convention, there is something about the *WILSB* that is obviously attracting the students—the unique features aid in understanding some of the cultural issues of the day, and how that is translated into helpful things for them in their work situation or at school or with their families."

*WILSB* Ethnicity theme editor Neil Rendall used pieces from it during his seminars on racial reconciliation for students, alumni and guests attending the convention.

## Black Magazine Uses It

"*Say amen*" is a monthly publication for African American Christians published by Word Communications. In its February 1997 edition, they used a sidebar from the *WILSB* New Testament to accompany an article on "Unity, Not Uniformity." The sidebar was "The Gift of An Ethnic Heritage" affirming the validity and richness of our ethnic heritage. This is one of over 120 articles on ethnicity and race in the *WILSB*.

For more information on the magazine, contact Word Communications, P.O. Box 360658, Decatur, GA 30036-0658, phone 1-800-808-4595.