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[Richard D. Brown](#)

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Candy Gunther Brown's *The Word in the World* is a learned, perceptive analysis of the dynamic efforts of evangelical denominations both to serve and to extend their memberships by means of the press. Persuasively arguing that evangelicals balanced their sometimes conflicting goals of purity and presence (that is, engaged influence), Brown's judicious account reveals a continuously imaginative, often innovative array of adaptations by clergymen and laymen, authors and publishers, men and women, black and white. As Brown demonstrates, though the emergence of extensive religious publishing programs displayed secular features such as attention to packaging, market segmentation, and advertising, the religious mission remained preeminent, except for commercial publishers such as Lippincott and Harper Brothers, for whom religious identity evidently served marketing goals.

Though Brown considers the whole spectrum of evangelical sects, her primary focus is on the largest of them, the Methodists, whose...

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