



# How to Reach Baby Boomers: (Effective Church Series)

*Bill Easum*

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## How to Reach Baby Boomers: (Effective Church Series) Bill Easum

Now churches can effectively attract and integrate members of the baby boom generation--whose needs are not being met by *traditional* congregations.

This third book in Abingdon's Effective Church Series shows how to incorporate baby boomers--persons aged 26 to 46--in the life of the congregation. Easum proposes that baby boomers can be reached and brought into the Christian faith and its institutions only as pastors and leaders help them move from a life-style of self-fulfillment to one of self-denial for the causes related to the ministry of Jesus Christ. He offers appropriate leadership styles, programs, and preaching that will appeal to baby boomers and meet their specific needs. Throughout the book, Easum carefully forces decisions about the tensions that exist between entertainment and proclamation, content and application, mind and heart. (1991)

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