

## Special Section

### **The Marketplace Movement: Book Titles as a Window**

Pete Hammond  
InterVarsity Christian Fellowship

*Editor's Note: This article was taken from the International Coalition of Workplace Ministries Web site at [www.icwm.net/articles\\_view.asp?columnid=604&articleid=10965](http://www.icwm.net/articles_view.asp?columnid=604&articleid=10965). Permission to reprint comes from Os Hillman, Marketplace Leaders/ICWM, 3520 Habersham Club Drive, Cumming, GA 30041 USA. The International Coalition of Workplace Ministries (ICWM) is a fellowship of workplace believers who want to ignite leaders for workplace transformation by modeling Jesus Christ. They do this by inspiring, connecting, and equipping leaders who want to transform the workplace for Christ. The ICWM Web site ([www.icwm.net](http://www.icwm.net)) is a clearinghouse for information, resources, and organizations in the faith and work movement.*

*The author presents an overview of American business periods since the Stock Market Crash in 1929. He has thoughtfully provided titles of books significant to each period that depict the concerns and changing focus of the Christian faith on the issues of the time.*

This overview is a way to look at the development of the 20th century's "Marketplace Movement." This glance at a modern movement of God looks at descriptive book titles that have been published over the last 70-plus years. It provides a way to see the development of major concepts and concerns in this renewal of everyday faith. In this survey, we can also see the issues that are

being explored or rediscovered. It also notes some of the key leaders who have made their contribution as authors. I have selected these from my collection of more than 2,000 volumes on various dimensions of this renewal of the Western church. Many books not listed here are [themselves] very important works that make major contributions. (Works that I view as classics are noted by

an asterisk). Books are listed chronologically by publication date in each era.

### **The First 30 Years: The Early Pioneers and Prophets (1930-1959)**

A few early voices of this movement were raised during this period when America was pre-occupied with recovery from the Stock Market Crash (1929) and the Great Depression (1929 through the 1930s) and World War II (1939-45). In the Protestant wing of the church, some new winds of change surfaced at the World Council of Churches (WCC) in their two Evanston, Illinois, meetings of 1948 and 1954. The books of this era were pleas for a more intentional focus of the Christian faith on the issues of the times, and they set the stage for the wider engagement of everyday life and society that would gain some momentum in the 1960s. As best we can determine, the term “Marketplace Ministry” was first used in print in 1954.

- *The Social Achievements of the Christian Church*, E.H. Oliver, United Church of Canada, 1930
- *Liberating The Lay Forces of Christianity*, John R. Mott, The Student Christian Movement, 1932

- *The Cost of Discipleship*, Dietrich Bonhoeffer, MacMillan, 1937\*
- *Vocation*, Roland Hogben, InterVarsity Press, 1938
- *The Person and the Common Good*, Jacques Maritain, Catholic Worker Bookstore, 1946
- *The Presence of the Kingdom*, Jacques Ellul, Seabury, 1948
- *Creed Or Chaos*, Dorothy L. Sayers, Sophis Institute Press, 1949\*
- *Signs of Hope In a Century of Despair*, Elton Trueblood, Harper & Brothers, 1950
- *Your Other Vocation*, Elton Trueblood, Harper & Brothers, 1952\*
- *The Biblical Doctrine of Work*, Alan Richardson, SCM Press, 1952
- *Saints In Politics*, Ernest Marshall Howse, University of Toronto Press, 1952
- *Your God Is Too Small*, J.B. Phillips, MacMillan, 1955\*
- *A Theology of the Laity*, Hendrik Kraemer, Westminster, 1958\*
- *The Protestant Ethic and the Spirit of Capitalism*, Max Weber, Scribner’s Sons, 1958\*

## **The 1960s: Cultural Chaos and Church Change**

This was a period of major upheaval and cultural change in North America. This chaotic era included the Vietnam War and opposition to it; the emergence of the Feminist Movement; assassinations of national leaders like Martin Luther King Jr., Malcolm X, and the Kennedy brothers (John and Bobby); and the rise of the American Civil Rights Movement. Similar turbulence among Christians triggered an increased flow of marketplace ministry books, with some very telling titles. Another major input among Christians was the Roman Catholic Vatican II Council in Rome (1962-65), setting the stage for major change in Catholicism worldwide.

- *God's Colony In Man's World*, G.W. Webber, Archabbey Press, 1960
- *Work: Christian Thought and Practice*, John Todd, Darton, Longman & Todd, 1960
- *Monday Morning Religion*, Luther Joe Thompson, Broadman, 1961
- *The Rebirth of the Laity*, Howard Grimes, Abingdon, 1962
- *The Secular Relevance of the Church*, Gayraud J. Wilmore, United Presbyterian Church, 1962
- *The Suburban Captivity of the Churches*, Gibson Winter, McMillan, 1962
- *The Priesthood of the Faithful*, Emilie Joseph De Smedt, Paulist Press, 1962
- *The Christian In An Industrial Society*, Oliver Barclay, England IV Press, 1963\*
- *Theology of Work: An Exploration*, Marie Dominique Chenu, Gill & Son, 1963
- *A Christian's Guide to Daily Work*, Randle Manwaring, Hodder & Stoughton, 1963
- *Salty Christians*, Hans Reudi Webber, Seabury Press, 1963\*
- *Consecration of the Laymen*, Max Thurian, Helicon Press, 1963
- *God's Frozen People: A Book for and About Christian Laymen*, Mark Gibbs & T. Ralph Morton, Westminster, 1964\*
- *Laymen Into Action*, Joseph Cardijn, Geoffrey Chapman, 1964
- *The Spirituality of the Layman*, R.L. Oechslein, Desclee Company, 1964
- *The Comfortable Pew*, Pierre Berton, Lippincott, 1965
- *The New Reformation*, John A.T. Robinson, SCM Press, 1965

- *The Adventure of Living*, Paul Tournier, Harper & Row, 1965
- *Help! I'm A Layman*, Kenneth Chapin, Word, 1966
- *Theology In An Industrial Society*, Margaret Kane, SCM Press, 1966
- *Dissenter in A Great Society: An Indictment of Christian Complacency in American Life*, William Stringfellow, Abingdon, 1966\*
- *God On Monday*, Simon Phipps, Hodder & Stoughton, 1966
- *Christian In the Marketplace*, Karl Rahner, Sheed & Ward, 1966
- *The Deeds of Faith*, Stefan Cardinal Wyszyński, Harper & Row, 1966\*
- *Honest Religion for Secular Man*, Lesslie Newbigin, Westminster, 1966\*
- *The Incendiary Fellowship*, Elton Trueblood, Harper & Row, 1967\*
- *Take My Life: A Plea for Wholehearted Christianity*, Michael Griffiths, IV Press, 1967
- *The Church Against Itself*, Rosemary Radford Ruether, Herder & Herder, 1967
- *The Post Conciliar Christian: The Meaning of the Priesthood of the Laity*,

Timothy McCarthy, P.J. Kennedy & Sons, 1967

- *Christians Active in the World*, Yves Congar, Herder & Herder, 1968\*
- *Journey Inward, Journey Outward*, Elizabeth O'Connor, Harper & Row, 1968\*

### **The 1970s: Second Generation Marketplace Ministry Pioneers**

In this decade, social change continued to cause cultural turbulence, as the anti-war (Vietnam) movement gained momentum and the challenges of urbanization, poverty, and crime rose to the American forefront. A few new voices from the faith community added some revealing book titles to the flow of the prophetic works from the 1960s. Questions about the nature and function of the church (both Protestant and Roman Catholic) gained broad interest and discussion as society in general increased its disapproval and opposition to things Christian. Within the church new concerns surfaced as the Charismatic Movement crossed all the old Anglo church boundaries and the rise of the Jesus Movement grew among youth. Both of these cut across longstanding traditional denominational divides. Among

Roman Catholics, the National Center for Laity began in Chicago, focusing on the implications of Vatican II for the ministry of the laity in the work world.

- *God's Lively People*, Mark Gibbs & T. Ralph Morton, Westminster Press, 1970
- *Habitation of Dragons: A Book of Hope About Living As A Christian*, Keith Miller, Word Books, 1970
- *While Men Slept: A Concerned Layman's View of the Church Today*, L. Nelson Bell, Doubleday, 1970
- *How I Changed My Mind About The Church*, Richard Halverson, Zondervan, 1972\*
- *The Philemon Problem: The Daily Dilemma of the Christian*, James Tunstead Burtchell, ACTA, 1973
- *The Catholic as Citizen*, J.F. Cronin, Helicon Press, 1973
- *Everyone A Minister*, Oscar Feucht, Concordia, 1974
- *Secular Work Is Full Time Christian Service*, Larry Peabody, Christian Literature Crusade, 1974\*
- *Learning To Share The Ministry*, James Adams & Celia Hahn, Alban, 1975
- *Disciples Are Made, Not Born*, Walter A. Henrichsen, Victor Books, 1976
- *Let My People Grow: Ministry and Leadership in the Church*, Michael Harper, 1977
- *Bold New Laity*, Southern Baptist Brotherhood Commission, 1978
- *The New Laity: Between the Church and the World*, Ralph Bucy, Word Books, 1978
- *Getting Into the Act: Opening Up Lay Ministry in the Weekday World*, Frederick K. Wentz, Abingdon Press, 1978
- *A Way of Working: The Spiritual Dimension of Craft*, D.M. Dooling, Parabola Books, 1979
- *Letters to Scattered Christians*, Elizabeth O'Connor, Harper & Row, 1979
- *Not Just A Job: Serving Christ In Your Workplace*, Judith Allen Shelley, IV Press, 1979
- *The Daniel Dilemma: The Moral Man In the Public Arena*, Peggy Stanton, Word, 1979

### **The 1980s: Marketplace Movement Begins to Take Shape**

Many entrepreneurs, scholars, and church leaders took their place among those pleading for the application and practice of faith in

everyday life in jobs and careers, the economy, the poor, politics and legislation, race and reconciliation, and in urban communities. As these issues were addressed, some new alliances connected believers across old divides. Some mainline Protestant denominations developed departments focused on MP/MDL matters. Among Evangelicals, a follow-up to the 1974 Lausanne Congress of World Evangelism convened by Billy Graham met in Manila in 1989, and its “Manila Manifesto” called for both repentance and change in the role of the laity in the mission of the church. Coupled with the ripples from the World Council of Churches 1948 and 1954 meetings and the 1962-65 Vatican II council, more momentum developed in this decade.

- *Called to Holy Worldliness*, Richard Mouw, Fortress, 1980
- *Of War and Love*, Dorothee Solle, Orbis, German edition 1981, English 1983
- *Christians With Secular Power*, Mark Gibbs, Fortress, 1981\*
- *Walk With God Between Sundays*, Richard Halverson, Ronald N. Haynes, 1981\*
- *On Human Work* (Laborem Exercens), John Paul II,

United States Catholic Conference, 1981\*

- *Thank God It's Monday*, William Diehl, Fortress, 1982 (He was the first of four authors to use this title, so far!)\*
- *Let Me Out! I'm A Prisoner in a Stained Glass Jail*, Wally Armbruster, Multnomah, 1985
- *Lay People in the Church*, Yves Congar, Christian Classics, Inc., 1985\*
- *Liberating The Laity: Equipping All The Saints for Ministry*, R. Paul Stevens, InterVarsity, 1985\*
- *Why Work: Careers and Employment in a Biblical Perspective*, John A. Bernbaum & Simon M. Steer, Baker/CCC, 1986
- *Religion On Capitol Hill: Myths & Realities*, Peter L. Benson & Dorothy Williams, Oxford University Press, 1986
- *The Liberation of the Laity*, Anne Rowthorn, Morehouse-Barlowe, 1986
- *Why Go to Work?*, Vision Foundation, 1987
- *Confident and Competent*, William Droel & Gregory A. Pierce, Ave Maria Press, 1987\*

- *Your Work Matters to God*, Doug Sherman & William Hendricks, NavPress, 1987\*
- *Minister/Mayor*, William Hudnut III with Judy Keene, Westminster Press, 1987
- *Leadership is an Art*, Max De Pree, Doubleday, 1989\*

### **The 1990s: The Momentum Increases and Diversifies**

This season of American economic abundance and greed increased the gulf between rich and poor while the entertainment industry grew rapidly. New voices joined the exploration of faith and everyday life, and many new ventures were launched by Evangelical, Mainline Protestant, and Roman Catholic leaders — by both religious professionals and everyday believers. Some hopeful new alliances emerged, illustrated by the Coalition for Ministry in Daily Life (CMDL) that was launched by Lutherans Bill Diehl and Sally Simmel. CMDL provided a venue for Mainline Protestants, Evangelicals, and Roman Catholics to connect and collaborate. Among Independents and Charismatics, Os Hillman began sponsoring an annual national gathering.

- *The Emergence of the Laity in the Early Church*,

Alexandre Faivre, Paulist Press, 1990\*

- *The Fabric of This World*, Lee Hardy, Eerdmans, 1990
- *The New Reformation: Returning Ministry to the People of God*, Greg Ogden, Zondervan, 1990
- *The Monday Connection*, William Diehl, HarperCollins, 1991
- *God The Worker: Journeys Into The Mind, Heart and Imagination of God*, Robert Banks, Judson Press, 1994\*
- *Thriving As A Working Woman*, Gwen Ellis, Tyndale Press/Family Book Club, 1995
- *Believers in Business*, Laura Nash, Thomas Nelson, 1995\*
- *All You Who Labor: Work and Sanctification of Daily Life*, Stefen Cardinal Wyszynski, Sophia Institute Press, 1995 (Now titled *Working Your Way to Heaven*)\*
- *Sinners In the Hands of An Angry Church: Finding a Better Way to Influence Our Culture*, Dean Merrill, Zondervan, 1997
- *Go To Work, Take Your Faith Too!*, Ross West, Peake Road, 1997
- *The Complete Book of Everyday Christianity: An A-To-Z Guide to Following*

*Christ In Every Aspect of Life*, Robert Banks & Paul Stevens, InterVarsity Press, 1997\*

- *God's Week Has Seven Days, Monday Musings for Marketplace Christians*, Wally Kroeker, Herald, 1998
- *Did Jesus Want a Two-Class Church — Upstairs Downstairs?*, Herbert Haag, Crossroad, 1998
- *The Ironic Christian's Companion: Finding The Marks of God's Grace In The World*, Patrick Henry, Riverhead, 1999
- *The Other Six Days: Vocation, Work and Ministry in a Biblical Perspective*, R. Paul Stevens, InterVarsity, 1999\*

## **2000 and Beyond: Depth, Divisions, and Disappointments**

The new millennium saw an increase of thoughtful marketplace-faith developments in ethics, economics, theology, and culture as scholars weighed in, the first doctoral works were produced, and some graduate schools expanded their commitment to marketplace issues and needs. Many new products in the field flowed into the growing market (curricula, Bible studies, textbooks, case studies, video and CDs, etc.), while

ministry and service organizations came and went, much like what happens in the small business sector where two-thirds of the start-ups expire within three years. A similar churning of publications occurred with many failures, including my own *Marketplace Networks/Metier* newzine. And now, some new voices are emerging from the Charismatic, Fundamentalist, and ethnic church leaders.

- *Sacred Cows Make Gourmet Burgers: Ministry Anytime, Anywhere by Anyone*, William M. Easum, Abingdon Press, 2000
- *ChurchNext: Quantum Changes in How We Do Ministry*, Eddie Gibbs, IV Press, 2000\*
- *TGIF: Today God Is First*, Os Hillman, Destiny Image, 2000
- *The Business Bible: 10 New Commandments for Bringing Spirituality & Ethical Values into the Workplace*, Wayne Dosick, Jewish Lights, 2000
- *Christian Chaos: Revolutionizing the Congregation*, Thomas G. Bandy, Abingdon, 2001
- *Markets, Fair Trade, and the Kingdom of God*, Peter Johnson & Chris Sugden, Regnum, 2001



- *The Divine Right of Capital: Dethroning the Corporate Aristocracy*, Marjorie Kelley, Berrett-Koehler, 2001
- *A Lawyer's Journey: The Morris Dees Story*, Morris Dees with Steve Fiffer, American Bar Association, 2001
- *Affluenza*, John DeGraaf, Barrett Koehler, 2002
- *Church-going Insider or Gospel-carrying Outsider?*, Judith McWilliams Dickhart, Evangelical Lutheran Church of America, 2002
- *Re-Thinking The Purpose of Business: Interdisciplinary Essays from the Catholic Social Tradition*, S.A. Cortright & Michael J. Naughton, University of Notre Dame Press, 2002
- *Catholic Social Teaching: A Historical, Theological, and Ethical Analysis*, Father Charles Curran, Georgetown University Press, 2002
- *Full-Time Christians: The Real Challenge From Vatican II*, William Droel, Twenty-Third Publications, 2002
- *On The Job Spirituality: Finding God in Work*, Marianne E. Roche, St. Anthony Messenger Press, 2002
- *Forgetting Ourselves On Purpose: Vocation and the Ethics of Ambition*, Brian J. Mahan, Jossey-Bass, 2002
- *Habits of the High Tech Heart: Living Virtuously in the Information Age*, Quentin J. Schultze, Baker Academic, 2002
- *Ministry Or Apostolate: What Should Catholic Laity Be Doing?*, Russell Shaw, Our Sunday Visitor Press, 2002
- *Living It Up: Our Love Affair With Luxury*, James Twitchell, Columbia University Press, 2002
- *God At Work: Your Christian Vocation in All of Life*, Gene Edward Veith, Crossway, 2002
- *Navigating the New Terrain: Work and Women's Spiritual Lives*, Claire Wolfteich, Paulist Press, 2002
- *On Kingdom Business: Transforming Missions Through Entrepreneurial Strategies*, Tetsunano Yamamori with Kenneth A. Eldred, Crossway Books, 2003
- *Down To Earth Spirituality*, R. Paul Stevens, InterVarsity Press, 2003\*
- *Work With Meaning, Work With Joy: Bringing Your Spirit to Any Job*, Pat Henry,

- Sullivan, Sheed, & Ward, 2003
- *Christian Environmental Ethics*, James B. Martin-Schramm & Robert L. Stivers, Orbis Books, 2003
  - *Catholic Social Teaching: Our Best Kept Secret*, Edward P. DeBerri & James E. Hug, Orbis Books, 2003
  - *Not Just a Just Wage*, Al Gustafson & Gregory F. Augustine Pierce, ACTA Publications, 2003
  - *The Corporate Soul: And (Who Knows?) Maybe Your Own*, David Batstone, Jossey-Bass, 2003
  - *The Liberation of the Laity: In Search of An Accountable Church*, Paul Lakeland, Continuum, 2003
  - *Marketplace Ministers: Awakening God's People in the Workplace to Their Ultimate Purpose*, Paul Gazelka, Creation House, 2003
  - *Who Can You Trust*, Howard E. Butt Jr., Waterbrook Press, 2004
  - *A Ministry Shaped By Mission*, Paul Avis, Continuum, 2004
  - *Heaven Is A Place On Earth: Why Everything You Do Matters To God*, Michael E. Wittmer, Zondervan, 2004
  - *Pocket Prayers for Work*, Mark Greene, Church House Publishing, England, 2004
  - *Lasting Investments: A Pastor's Guide for Equipping Workplace Leaders to Leave a Spiritual Legacy*, Kent Humphreys, Navigator Press, 2004
  - *Kingdom Companies: How 24 Executives Around the Globe Serve Jesus Christ Through Their Businesses*, Jorg Knoblauch & Jurg Opprecht, River City Press, 2004\*
  - *After Sunday: A Theology of Work*, Armand Larive, Continuum, 2004\*
  - *Finding God @ Work: Practicing Spirituality in Your Workplace*, Gregory F. Augustine Pierce, RENEW Int'l, 2004

I am encouraged by the growth, diversity, and increasing depth of marketplace ministry as we enter this new millennium. Its breadth now includes every Christian stream, across denominational lines, all ethnic communities in the Western culture, and all generations. Its leaders' engagement of issues is gaining substance, depth, and practical application to challenges the people of God

face (e.g., globalization, AIDS, wealth, poverty and generosity, nationalism, ethnicity and racism, corporate ethics and social responsibility, new wineskins for the people of God, technology, entertainment and leisure, war and violence, healthcare, governance and legislation, etc.).

But much work remains to be done in several areas of in order to expand kingdom impact. We need to help older believers (my generation of “Builders” or pre-WWII babies) discover their significance beyond church work and retirement. Boomers need help with balance between family and work. Younger Postmoderns long to find faith communities that attract them and help them develop ways to live counterculturally on major kingdom issues. Current professional church workers need to rediscover their calling and let go of their institutional power in order to become mobilizers of all believers in ministry. Middle and upper class Christian citizens need to embrace risk and sacrifice as prophets for justice and righteousness. Peacemaking deserves a much broader buy-in and resourcing among Christians. Skilled leaders and powerful gatekeepers need to integrate faith values and commitments into their positions of influence

in politics, business, government, health care, and entertainment industries. Christian graduate education needs to do the work on theological, biblical, and historical renewal as they train leaders for this movement. Seminaries need to review their training of pastors so we have congregational leaders who believe ministry is the calling, privilege, and responsibility of every member, all week. And on and on it goes.

One other major challenge for the Western church is the shift of Christian momentum, growth, and passion to the younger churches in the southern hemisphere.

As the nexus of the Christian church moves south of the equator, the western MP/MDL movement will have lots to learn and will need to figure out how to provide its resources in humble and gracious ways while deciding we have much to learn from the emerging leaders in Africa, Latin America, and Asia. It is their turn to lead in the church’s mission to serve the world.

I wait with anticipation for the new books that will address these needs and help equip all Christ-followers to be kingdom agents in all of life.

**Pete Hammond**

Director of Ministry in Daily Life  
InterVarsity Christian Fellowship

P.O. Box 7895  
Madison, WI 53707-7895  
608-443-3676  
FAX 608-274-7882

**JBIB**