# BOOKSINESS

Lessons from the #1 best seller of all time

**Second Edition** 

**DAVE KAHLE** 

# The Good Book on Business

Lessons from the #1 bestseller of all time

Dave Kahle

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- 1. Religion
- 2. Business & Economics

# **CONTENTS**

Why this book?1
In the Beginning15
What Is a Biblical Business?23
Biblical Business Profile: EC Group33
Abraham: A Biblical Business on Steroids
Rewards and Punishments47
Biblical Business Profile: Howell Plumbing Supply 57
Relationships within Biblical Businesses
Biblical Businesses Have Spiritual Significance71
Biblical Business Profile: VFP87
What Jesus Said about Biblical Businesses91
Biblical Businesses in the New Testament 105
Biblical Business Profile: Performance Systematix, Inc 119
A Consolidated Picture of Biblical Businesses 123
Transforming Your Business
Implications for Families

Biblical Business Profile: Home Coders	. 157
Biblical Businesses, You, The Economy, and The Culture	. 163
What Hinders Us?	. 171
Biblical Business Profile: The Innogroup Companies	. 185
What to Do Now? An Action Plan for a Way Forward	. 189
Final Thoughts	. 203

# ONE

# Why this book?

"I can't imagine how people can do what it takes to build a business without having a vision of a greater purpose for the business. It takes so much time, effort, and emotional energy. The saddest thing in the world is for some very successful business guy to look back on his efforts and say, "So what?""

Those are the comments from a CEO I interviewed in preparation for this book. His issue is at the heart of this book and lays the foundation for the objective of it as well. My purpose is to help you to see that your efforts are part of a bigger purpose, a higher calling, that will provide energy and direction and fulfillment in your career and your business.

We lead such incredibly busy lives these days. From the moment we awaken until we drop onto the pillow at night, we bounce from one "thing to do" to another in a frenzy of activity—e-mails, text messages, phone calls, people to see, and things to do.

Richard Swenson put it well in his book Margin:

The spontaneous tendency of our culture is to inexorably add detail to our lives: one more option, one more problem, one more commitment, one more expectation, one more purchase, one more debt, one more change, one more job, one more decision. We must now deal with more 'things per person' than at any other time in history.

That, by itself, is not necessarily a bad thing. I'm a type A personality, for example, and I thrive on having too much to do. It energizes me and brings out the best in me. I'm sure many of you experience the same kind of energy and exhilaration from the frenzy.

It's okay to be busy with a lot of things—as long as those things are the right things. And therein lies the issue. What if they are not? What if, at the end of your career, you look back with a certain degree of pride—you took this idea and brought it into fruition; you created an organization; you helped enrich a certain number of folks and provided a living for others. In so doing, you enjoyed the prosperity that accrued to you. Luxurious hotels, big homes, great vacations, the best of things—success!

And what if, after all of that, you asked yourself the question, "So what?" and had no answer?

What if, in those occasions in the stillness of the night, when you wake up and stare at the ceiling, or in the quiet of your office, before or after the crush of activity descends on you, where you have an opportunity to take a deep breath, to pause and reflect—you form the question, "Why? Why am I doing this?" And what if you had no good answer?

# Why this book?

Lack of purpose in life or business has been shown to increase a growing number of negative consequences. Increased use of drugs, alcohol abuse, depression, and thoughts of suicide grow in individuals who have no sense of purpose in their lives. Those that do have a strong sense of purpose live longer and are less likely to have heart disease and strokes. <sup>1</sup>

Again, the statistics don't matter in the middle of the night, when it is you who is lying awake, thinking about the meaning of all the time and effort you put into your business. Is the acquisition of more material goods the only reason why you do this? When is the house big enough, the car expensive enough, the trips lavish enough?

Why do you work so hard? What if you could discover a purpose for your business and your life that was bigger than anything you can conceive on your own? What if there were a purpose that reached down through generations and extended beyond what you can see now?

If you have ever questioned your purpose, if you have ever pondered a bigger purpose and a higher calling for your business, your career, and your life, then this book is for you. Biblical family businesses provide such a purpose.

# Work-Life Integration

There is not a businessperson alive who doesn't struggle with

balancing the demands of the job or business with the needs of his/her family. We live in a cloud of guilt. We could spend twenty hours a day at work, and whenever we leave, we leave things undone that could have been done. So we feel guilty about that. On the other hand, we could spend just as much time with our families. It seems like the time we devote to the job robs time from our families. Sometimes, we feel guilty just going to work.

The problem of work-family balance is becoming more acute every year. The Council of Economic Advisors reported that fathers reporting work-life conflict increased from 35 percent in 1977 to 60 percent in 2008.<sup>2</sup> That's almost double in less than one generation.

Of course, the problem for small business owners is even more acute. A survey by The Alternative Board found that half of all US business owners work more than fifty hours a week, and 20 percent work sixty or more hours.<sup>3</sup>

But regardless of the statistics, if you are a small business owner or operator, you know intimately the prevailing sense of guilt that seems to engulf you like a cloud wherever you are. Spend a little extra time at the business, and you feel guilty for not being with the family. Spend time with the family, and you can't help but feel guilty for what is not getting done at the business. It feels

# Why this book?

like a no-win situation.

Some even go so far as to give up on the idea. Sheryl Sandberg, COO of Facebook and author of the popular book *Lean In*, has argued, "There's no such thing as work-life balance. There's work, and there's life, and there's no balance.'4

If only there were a way to more peacefully, rationally, and guiltlessly integrate work with our lives. What if there were a solution? What if there were a radical, outside-the-box solution that had been proven for countless generations and thousands of years? Biblical family businesses provide such a solution.

But there is more. Regardless of the potential impact on you, your business, and your family, the ideas in this book can impact the economy and our society should they be implemented in quantity and quality.

Almost everyone acknowledges that the current state of government indebtedness is unsustainable. Something in the economy has to change. This book offers one possible solution.

Stick with me, and you'll discover age-old solutions to many of our modern problems – solutions that have been ignored for generations. We'll discover what the Bible has to say about business. Before we do, let's deal with some common questions.

Why should I care what the Bible has to say about businesses? Let's assume that you care about business or you would not

be reading this. Most folks who care about business—be they entrepreneurs, would-be entrepreneurs, businesspeople of all stripes, and those who teach and mentor business people— want to do better. It is just built into our DNA to strive for "more."

We all believe, at a deep, core level, that there is more potential to our businesses and our careers than what we see immediately in front of us. And we're striving to attempt to reach that potential. This incessant urge prods us to strive to be more, impact more, influence more, make more, employ more, etc. It's not just about making more money, although it is about that. It is, more fundamentally, about achieving the potential we suspect we have in ourselves and our businesses. This urge for "more" provides the motivation for the folks like us who buy the thousands of business books written every year, attend the seminars, listen to the podcasts, and watch the videos—all in an attempt to learn something that will help make a positive change in ourselves and our businesses

We ascribe some credibility to the authors and consultants whose ideas we seek. They are typically individual consultants or teams of them who have studied some segment of business or business behavior and make some recommendations for our actions.

But what if we could go to the most unique book in the world, a collection of the best writing by forty-four authors, written over a span of 1,500 years and yet all

# Why this book?

shedding light on aspects of the same themes? What if we could dig out of that book a consistent set of guidelines, mindsets, and principles that would inform our quest to be more and achieve more? Wouldn't that be credibility and information of a higher level?

Thats why you should care. The information comes from a higher source.

# Do I have to believe in the Bible and God to learn from this book?

No. There are a number of positions that people hold with regard to their opinion of the Bible. You can hold almost any of them and still gain from this book.

Think of these various positions as positions spread out on a continuum. At the end of the spectrum is the position "The Bible is word-for-word true and is the inspired Word of God, who authored it through the minds and hearts of the human writers." If that's your position, then clearly you will learn from this book.

Further down the spectrum are those who hold "The Bible is God's Word but can't be believed the word for word. It's more about concepts than details." If that's your position, you'll find the concepts we uncover in this manuscript to be extremely useful, even life-changing.

Further down the spectrum are those who hold "I'm not sure the Bible is God's Word, but it clearly is a unique work and holds lots of wisdom that can help guide us." If that's where you are at, you'll find the wisdom that we uncover in this

manuscript to be personal, practical, and assessable to the degree that it can change your businesses, your career, and maybe even the economy. As a practical matter, you may want to temporarily suspend your position about it being God's Word, as I often refer to it as such. It just makes it easier to see the connections between ideas expressed by writers who are generations apart. You can return to your beliefs after you have finished this book.

Further down the spectrum are those who hold this: "I don't know what I believe about the Bible. Millions of people seem to think it is special, but I haven't made up my mind." Fair enough. Let's leave that question in abeyance until you have finished this book. You may have some additional information to inform your opinion. Regardless, the ideas conveyed in the Bible stand on their own. Take them for what they are.

Finally, you may hold the position "The Bible is a bunch of fables. I don't believe any of it." You may not want to read any further. While the ideas, as I stated above, stand on their own, you need to have at least a little respect for the source of those ideas.

# Is there a "Ten Commandments for businesspeople?"

Not exactly. There are some pretty specific commands given to the Hebrews way back when that provide some excellent guidelines for us today.

Most of this book is focused on the picture that we

# Why this book?

can gain of a biblical business not by direct command but rather by seeing them in operation. While there are no "Thou shalt create a business" commands in the Bible, there are snapshots of dozens of businesses. As we look at each of these snapshots, we can put together a picture of what constitutes a biblical business. We learn about biblical businesses by seeing them in operation.

# Are you advocating some religion?

Not a bit. This is about business, not religion. I think religion is one of the greatest evils perpetrated on humanity. But let's make sure we are using the same terms. There is a difference between religion and spirituality. Religion is characterized by buildings, rules, hierarchies, professionals, and institutions. Spirituality is about one's relationship with God. The two don't necessarily overlap.

When it comes to religions, I'm against them. When it comes to spirituality, I am a committed disciple of Jesus Christ.

# Okay, now that I know where you stand, is there a difference between a nonbiblical and a biblical business?

Let me share with you the biblical business model, and you decide.

# Hasn't Christianity in general advocated for biblical businesses?

Honestly, hardly at all. Business, specifically a biblically

oriented business, has been terribly and almost universally misunderstood by the religious world.

The religious world has long looked at businesses as a necessary evil. Somebody has to make money to support their institutions, and so the religious institutions have tolerated businesses among their supporters, all the while holding that ministry, real ministry, is always done within the purview of the institutional church, or so the belief goes. What businesspeople do from Monday to Friday, therefore, has nothing to do with their standing in the institutional church scheme of things. This view of business has long been accepted without question by the movers and shakers in the religious establishment. It has been preached from the pulpit and acted on in countless ways.

That is slowly changing. Around the turn of the century, a movement known as "business as mission" (BAM) rose up and achieved some traction among both the institutional church adherents and a slice of the business community. The idea is that business—or at least an entity that calls itself a business—can penetrate certain geographies and people groups that are off limits to the institutional church. So the original advocates of BAM were motivated by traditional religious values. It wasn't that business had potential to be a powerful force for the Kingdom; it was that the business structure could be co-opted by the institutional church. So for them, a business was really a stealth arm of the institutional

# Why this book?

church.

In recent years, that idea has broadened a bit to allow that some businesses could have altruistic purposes beyond just making money. For example, a business supplying water wells to rural African villages would be accepted within the broad definitions of BAM, whereas a business that sold stocks to institutional investors would not.

Folks who advocate for this approach almost always come out of an institutional church background. Their focus is on the product sold by the business, and they often miss the processes and the relationships that are an integral part of any business.

While these concepts are encouraging and are a movement in the right direction, they miss the mark. The biblical view of business is not 'business as mission' (BAM), it is 'business is ministry' (BIM).

I am not naive enough to believe that this book alone is going to convince multitudes of people to change some of the paradigms that have been drilled into them by the church and the culture. The paradigms are too deeply embedded to be easily jettisoned.

But I believe I have a responsibility to add to the conversation. While the resistance to what I have to say may be extraordinary, my hope is that my saying it will release others to push forward. God has started a movement. We can jump into it and help touch people, improve people's lives, and change the world.

This book is divided into two sections. The first explores the biblical teaching on businesses, arriving at a conclusion that there is no other entity in the Kingdom of God that has more power and potential than a biblical business.

The second part addresses the questions that necessarily follow. If we actually accepted this idea and worked diligently to create a culture that encouraged and celebrated biblical business, what would be the implications? How would our economy be different? How would our families be different? What hinders us now? How could we go forward?

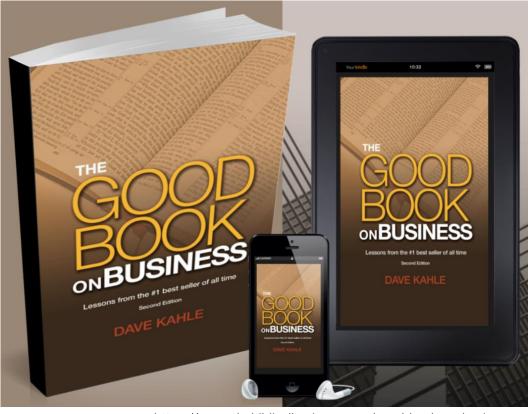
God created work—and by extension, business—as the venue in which God would speak with man, relate to man, and work with man.

My premise is that if biblical businesses were embraced as God's primary means of penetrating the world with his Kingdom, and if only a fraction of the people who already have positions of influence were to promote the concept, we could transform the world.

And for the individual reader, here is the ultimate question: "What should I do?" Wherever you are at in your belief system or place in life, I am going to ask you to suspend your deep-seated paradigms of what a business is and consider some passages of Scripture in ways that you have probably never seen before. At the end of this book, if you see the vision for what a biblical business could and should be, you will experience a sense of

# Why this book?

freedom that you may never have experienced before. You will realize a sense of exhilaration and excitement at the possibilities that lie in front of you. In addition, you will have a renewed appreciation for the wisdom of God and the complexities and depth of his Kingdom.



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Click Here to Learn More or Buy the Full Book

# **GET READY...**



# Fulfillment & Balance

Acquire a more fulfilling life: personally & professionally. Drop a boulder into the waters of your life that will have significant ripples in Faith, Family, Friends, Fitness, Finances, Firm, and Fun.



### **Truth & Wisdom**

Learn to overcome erroneous paradigms that are regularly taught by our establishments — including some of our religious establishments.



### Impact & Results

Have impact and results in your business that you likely never before imagined.



# Energy & Freedom

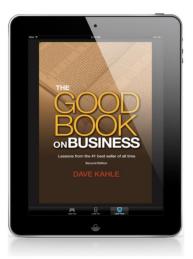
Realize the freedom that comes when you really ascertain and achieve God's purpose for your life. Find the energy that comes from deeper fulfillment, more significant impact, and a greater relationship with God.



Develop yourself and your business to your potential.



Obtain a new level of peace and tranquility regardless of the turbulence.



# TWO

# In the Beginning

It is the early moments of creation. God is busy at work, creating the universe, and has just created his most complex entity: Man. Or, more specifically, the man Adam. He is a special creature, made in the image and likeness of God himself and placed at the very top of the created world.

How will God relate to Adam and his progeny? Will he create some special organization, like a church, and command Adam to worship him? Will he give Adam a family and expect that in the myriad decisions of raising children and getting along with his spouse Adam will seek him out for wisdom and guidance and thereby seek a relationship with God? What will God do with Adam? For what purpose did God create him?

He will give Adam a job. First, a lifetime purpose and then a specific task that contributes to that purpose. Then within the context of that job, God will work with

Adam, speak to him, relate to him, and work together with him.

In other words, God created work—and by extension, business—as the venue in which God would speak with man, relate to man, and work with man.

### Let us take a look:

The Lord God took the man and put him in the Garden of Eden to work it and take care of it. (Gen. 2:15)

Here is Adam's life purpose: to work the Garden of Eden and take care of it. While the charge is specifically given to Adam, he was the first of the human race and set a precedent for the generations that were to come. In God's great plan, working and taking care of creation—not just the Garden of Eden—will provide the context for every person's life purpose. Every man and every woman will have a life purpose that fits within that charge.

## Then notice what God did next:

Now the Lord God had formed out of the ground all the wild animals and all the birds in the sky. He brought them to the man to see what he would name them; and whatever the man called each living creature, that was its name. (Gen. 2:19)

He gave Adam a specific task that fit within the general purpose. It is as if he said to Adam, "Adam, your life's purpose will be to care for and work my creation. That will keep you continually engaged forever, as there will be a never-ending set of tasks that will need to be done. So, let's begin. Your first job is to name the animals. I'll help. I'll

# In the Beginning

bring them to you, and you name them."

The task of naming the animals resulted in Adam imposing his sense of organization on the creation and required a significant amount of creativity. Whereas before there was a certain amount of incoherence to creation—one could not even speak about the animals—now there was a higher level of organization.

# Notice that...

- 1. Adam's life purpose was given to him by God, and it was to "work."
- 2. Adam's specific task—his immediate work—was given to him by God.
- 3. The job given to him required him to use his creativity and resulted in a more organized environment—man's unique imprint on creation.
- 4. God worked with Adam to complete the job.

We know that God made man in his own image. There are multiple ways that characteristics of humans mimic those of God. But the first way mentioned in the Bible has to do with work. One of the characteristics of God is that he is a worker. The Bible opens with the story of him working. We see him working at creating the universe and then resting from his work:

By the seventh day God had finished the work he had been doing; so on the seventh day he rested from all his work. (Gen. 2: 2-3)

Since work is so important to God, when he made man, he made him to be a worker. Notice that before he created Eve, before there were spouses and families, before there was "church," before there were prophets or priests before there was Scripture, there was work. God gave Adam a job before he gave him a spouse.

And God chose to interact with man in the completion of the task that he gave to him. God worked with Adam to complete the task. His initial venue for relating tomankind was on the job!

Since work is so important to God, when he made man, he made him to be a worker. Notice that before he created Eve, before there were spouses and families, before there was "church," before there were prophets or priests, before there was Scripture, there was work.

It is as if God said to Adam, "Adam, if you want to talk to me and get to know me, the way to do that is to work with me. Lets work together."

So, work becomes a foundational building block, not only of the rationale for man's existence but also as the venue in which God will relate to humanity. In these two passages, we see four fundamental precedents set:

Mankind's purpose—both lifetime as well as specific will be found within the context of work. God will give man—and, as we will see later, each person—a specific charge within the larger context of "working and caring for creation."

# In the Beginning

- Man's work will require him to use his gifts of creativity to create an ever-more-organized outcome.
- God will work with and interact with mankind within the context of his work.

God did not create man only to worship him; he made man to work with him and thus relate to him!

The primary purpose of man's existence is to do work and to do it with God. At this point in the creation story, there are no businesses, as there are no other people. But as the Bible story unfolds and the world becomes populated, we see the emergence of businesses as one of the primary ways work is done.

These precedents set in the first moments of creation describe how God has worked with mankind throughout the ages. It doesn't matter if he is speaking to a people group (like Israel or the church) or if he is directing an individual (like Moses, Joshua, David, Paul, and Lydia). He gives man a charge: it always fits into the fundamental job of "keeping and working God's creation." Typically, it is a more specific task. Then he works with man in the completion of that task.

We see that same pattern—the pattern that he established in the very beginning—repeated over and over again in the pages of Scripture. Moses was given the charge to lead the people out of Egypt, and then God worked with him to do it. Joshua was given the charge to

take the promised land from the inhabitants, and God worked with him to do it. David was given the charge to unite Israel into a unified kingdom, and God worked with him to do it. The list goes on and on with examples too numerous to include here.

Even in the New Testament, John was given the charge to prepare the way for Christ; Jesus himself was given the charge to usher in the Kingdom of God and was enabled to do so by the power of his Father. Paul was given the charge to take the Kingdom to the Gentiles and provided with the power of the Holy Spirit to do it.

The pattern is repeated so often that it is impossible to miss it. It is a fundamental way that God works with mankind. The apostle Paul makes it clear in his letter to the Ephesians:

For we are God's handiwork, created in Christ Jesus to do good works, which God prepared in advance for us to do. (Eph. 2:10)

Work—and by extension, business—is so important to God that he has created "works" for each of us to do, and he prepared them way in advance of our being ready to do them. Just as he gave Adam the task of naming the animals and then worked with him on that task, so he gives each of us tasks to do and works with us to do them. It is how he designed his creation to operate.

While we are familiar with these grand movements of God and the great stories that describe them, we have missed one of the underlying truths: that the primary

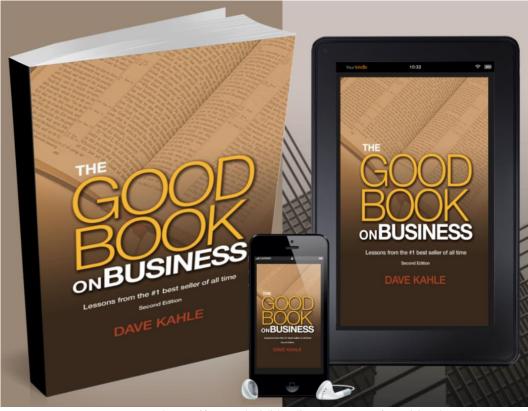
# In the Beginning

way God works with man is through our labor and the businesses that emerge from it. We have never seen that because we have never looked for it. The religious establishment, because it chooses to view business as a necessary evil, has had no reason to attempt to uncover the biblical view of business or the incredibly important role it plays in God's master plan.

If we can look at these Bible verses objectively, it is clear that God created man for work and, by extension, for business!

# Thinking about this chapter...

- 1. What is the significance of the fact that God gave Adam work before he gave him a spouse and a family?
- 2. What are the implications of God relating to Adam in his work and working with him to accomplish the task Adam was given?
- 3. What Biblical examples can you find of the precedent set in Genesis: God gives a person a task and then works with him to complete that task?



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# GET READY...



# Fulfillment & Balance

Acquire a more fulfilling life: personally & professionally. Drop a boulder into the waters of your life that will have significant ripples in Faith, Family, Friends, Fitness, Finances, Firm, and Fun.



### **Truth & Wisdom**

Learn to overcome erroneous paradigms that are regularly taught by our establishments — including some of our religious establishments.



### Impact & Results

Have impact and results in your business that you likely never before imagined.



# Energy & Freedom

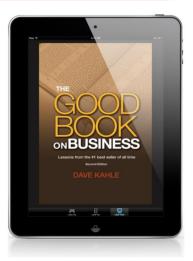
Realize the freedom that comes when you really ascertain and achieve God's purpose for your life. Find the energy that comes from deeper fulfillment, more significant impact, and a greater relationship with God.



Develop yourself and your business to your potential.



Obtain a new level of peace and tranquility regardless of the turbulence.



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# Final Thoughts

# Other Books by Dave Kahle

All books are available from the websites listed, or wherever business books are sold.

# Is the Institutional Church Really the Church?

In the last 20 years, the institutional church has spent \$530 Billion on itself, and not increased the percentage of Christians in this country by even one percent. Isn't it time someone asked some questions? Dave Kahle does. This book will change your views of the church forever. www.davekahle.com/institutional-church-really-church

# How to Sell Anything to Anyone Anytime

This book is in a class by itself. It has been:

- Named one of the Top Five Business Books by getAbstract in the April, 2011 edition of *Next*, the customermagazine by Price Water-houseCoopers.
- Named one of the Top Five Business Books by
- · Handelsblatt, the biggest German-language
- business and finance newspaper.
- Named one of the top Ten English Business books in Austria by WirtschaftsBlatt, Austria's only business daily.
- Translated into Malaysian English, and available in Malaysia.
- Translated into both Complex and Simplified Chinese, and available throughout China.
- Translated into Latin American Spanish, and available throughout Latin America.
- Available in Malaysian English in Malaysia and Singapore.

- Available in a Kindle edition in Germany.
- Available as a Kindle edition in Italy.
- Available as a Kindle edition in the U. K.

If you want to grow your business, this is the book to read. www.davekahle.com/sell-anything-anyone-anytime

The Heart of a Christian Salesperson
'Being a Christian sales person is going to be tricky.'

That's what I thought as I entered my first professional sales position. In retrospect, my life as a Christian sales person was confusing, gut-wrenchingly difficult, frustrating and wonderfully rewarding. I dealt with questions that you may also face:

- How do I balance the need to get results with the Christian ethic of leaving the outcomes to Christ?
- Where do I go for support and encouragement in a church where I'm seen as a second class citizen?
- How and when do I voice my beliefs on the job, when my employer is not paying me to do that?
- How do I maintain my perspective when some of the professional Christians around me are so much more. manipulative and deceitful than any secular acquaintance?
- How do I maintain my Christian ethics inside a company that supports just the opposite?
- How do I grow a consulting practice with no
- resources and no network?

# Here's my story.

www.davekahle.com/heart-christian-sales-person

For other books by the author, visit www.davekahle.com

# Final Thoughts

# Take the next step in transforming your business into a biblical business!

Consider Dave Kahle's Biblical Business Course.

- A series of lessons designed to guide you through the first steps to turning your business into a biblical business. Learn more here:
   www.thebiblicalbusiness.com/biblical-business-course
- For more resources to help you build a biblical business, visit: www.thebiblicalbusiness.com
- Sign up to receive regular postings here: www.davekahle.com/subscribe-daves-e-zines
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