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“Connecting business broadly defined to Christianity and faith has made enormous progress in recent decades. Gea Gort and Mats Tunehag add to that progress through this book. This work is full of individuals and teams putting into practice principles that demonstrate God’s intention for work, life, and wealth. Readers of this book will better understand how God is at work through his people in all walks of life.”

**—Bob Doll, Chief Equity Strategist,
Nuveen Asset Management**

See also:

<http://matstunehag.com/2018/04/25/bam-global-movement-business-as-mission-concept-and-stories/>

“Thankfully, there are now many authors who have written on the theology of business and its importance in God’s kingdom. However, the variety of examples and stories in this book truly bring it to life in a way that is clear and compelling. It is time that God’s purpose for business becomes a global movement!”

—Bonnie P. Wurzbacher

**Former Senior Vice President, The Coca-Cola Company
Chief Resource Development Officer, World Vision International**

“Business as Mission has become an enormously powerful movement in the transformation of God’s world. This book is an excellent and varied collection of moving stories and biblical insights, showing how business conducted to the glory of God can revive and unite communities. I hope and pray that it will inspire many more innovative projects.”

—Dr. Richard Higginson Director of Faith in Business, Ridley Hall, UK

“As a university-level teacher, I welcome this new collection of essays on BAM. This book will inspire and equip. I will be using it as a reference for my students.

**—Dr. Rod St Hill, Vice President, Academic Christian Heritage College,
Brisbane, Australia**

“Do you believe that business should have a mission beyond making money for its owners? Then this book is an essential guide to at least one stream of thought and action driving the wider purposes that business can serve. More important, it has inspiring examples from around the world of how business is already right now serving the greater good of society.”

**—Prabhu Guptara, Independent Board Member, Board Consultant, and
Keynote Speaker**

www.MatsTunehag.com

“So often misrepresented as an entry platform for ill-equipped missionaries, Business as Mission is revealed here in powerful and provocative narrative as simply the missional discipleship of God’s people—entrepreneurs, business owners, managers—all shaped in the image of our eternally creative God.”

—Mark Oxbrow, International Director, Faith2Share

“Gea Gort and Mats Tunehag lay a solid foundation for BAM from a biblical and historical perspective, and on this foundation they address a wide variety of topics facing BAM entrepreneurs. The biggest contribution of the book, however, is the rich insight gleaned from the stories of real-life BAM entrepreneurs. Each chapter includes stories from the field of practitioners facing challenges of operating in corrupt, less-developed countries, addressing human trafficking, generating a multidimensional return on investment, and more. Tunehag’s experience within the BAM ecosystem lends credibility to the book and allows for connections with BAM practitioners from around the world.”

—Dr. Ross O’Brien, Director The Center for Business as Mission, Dallas Baptist University

“This is BAM at its best, TED Talk style. Topics are discussed briefly and then followed by practical cases studies that most any church or organization can identify with. These stories show that there is not only one way of doing BAM or running one kind of BAM business. If you read the book just for the case studies, it would be worth the price. If anyone still questions the importance of business as mission in reaching the world and value of integrating faith and work, read this book!”

—Patrick Lai, OPEN Network

“Christians are ambassadors of Christ in reconciling the world to God, and Business as Mission is an effective way to achieve this mandate. No wonder it has developed into a global movement. This book shows both BAM concepts and practical stories that exhibit the reality of the movement. This book is a must-read for any Christian who desires to learn more about BAM.”

—Jeffrey J. Lee, Founder and Global CEO, SfK Ministries

“Compelling, informative, and a must-read for anyone who wants to transform individuals and communities.”

—Dr. Mike Ansari, President, Heart4Iran

“I felt my call to business when I started my first business at age fourteen, and I experienced God’s pleasure while working and leading in a business. I was asked many times to become a ‘full-time worker for Christ,’ but I continued to see my calling to leadership in the marketplace. Unfortunately, those in spiritual leadership did not recognize the marketplace as a higher calling. This book parallels over forty years of struggle—and ultimately, understanding and revelation. If you are called to lead in the marketplace, read and digest this book! It will empower you, equip you, and spare you the struggle of misunderstanding the marketplace calling.”

—Al Caperna, Chairman, CMC Group Founder, Called2Business

“I am so encouraged that this book has been written by two great writers. It is of utmost importance to have Mats’ explanation and overview of this ‘crazy thing’ called ‘Business as Mission’. I love Gea’s foundational content and her efforts to help us overcome the stumbling blocks to understand and engage with BAM. And, of course, I love the diversity of the stories told of Business as Mission in action; I have engaged with many of them personally over the years. I have been waiting for a BAM book to recommend to our audience, and this is the one.”

—Mark Plummer, Director, Business as Mission Resource Team