

GLOBAL MARKET

International News & Trends Special Edition



Brought to you by Christian MARKET magazine

Will the Church Continue to Stand on the Shoulders of the Next Generation?

Global millennial trends reveal causes for hope and concern.

By Andy Butcher

When you paint with a broad brush you don't provide all the little details that give a picture its depth, and that is certainly true when it comes to millennials. While they share some attitudes and values that surprise and concern their parents, church leaders, and Christian resource producers and retailers in equal measure, 18- to 30-plus-year-olds have some quite different views—and needs, in terms of Christian ministry and resources—depending on where their live.

A 2015 Pew Research study found notable differences between European millennials and their American peers, for instance. While most in the U.S. had an optimistic view about the future, those across the Atlantic were much less positive. Around half of millennials questioned in several European Union countries felt that “success in life is pretty much determined by forces outside of their control.” And when it came to what it took to get ahead in life, European millennials were half as likely to name a good education as Americans.

According to Pew's Bruce Stokes, some of the different outlooks are not so much a generational issue as a cultural one. “Our data shows that youthful and elderly Europeans see themselves as victims of fate,” he says, “while young and old Americans alike see themselves as masters of their fate.”



Discipleship is one common millennial challenge the European church faces.

IN THIS ISSUE

Will the Church Continue to Stand on the Shoulders of the Next Generation?

Doing Business Effectively in India

Reaching Latinos Across the World

Eastern Europe Publishers Expand the Reach of Life-Changing Literature

Grow Global Connections at UNITE 2018 MarketSquare

But there are European millennials who identify more closely with their American counterparts, notably in the United Kingdom. A minority of British and American millennials surveyed believes that success was out of their hands.

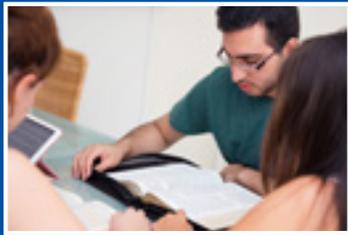
The regional variation should not be too surprising: just as the United States has distinct religious regions—contrast the Bible Belt with the Pacific Northwest, say—so does Europe.

THE NEED FOR DISCIPLESHIP

Paul Duncan, leadership development and human resources director for Agape Europe, as Cru (formerly Campus Crusade for Christ) is known there, points to the differences between the Catholic south, now-secularized France, and the strong Reformed heritage of Holland by way of examples of the region's significant diversity.

Continued on page 2

MEET MILLENNIALS' NEED FOR COMMUNITY



A recent EA survey found that Christian millennials are passionate about prayer, sharing their faith, and giving.

The Evangelical Alliance (EA) conducted a survey of Christian millennials that found some reasons for hope as well as cause for concern. “Our research proves that not all young adults are leaving the church in droves,” says EA general director Steve Clifford of the *Building Tomorrow’s Church Today* report. “They’re passionate about prayer, sharing their faith, and giving. However, there is still work to be done.”

Among the pluses unearthed: almost half those surveyed tithed, while 3 in 4 say that faith was the most important factor in making decisions, and the same number had shared their faith in the previous month.

Causes for concern included a third saying they didn’t have a Christian mentor or group of friends they were honest and accountable to about their life and faith, 1 in 4 saying older people in their church struggle to relate with them, and 1 in 5 considering leaving. There was also a widespread feeling that their churches didn’t help them live out their faith at work.

With that in mind, the EA report spotlights the need for better mentoring of Christian teens and young adults. Agape Europe’s leadership development and human resources director Paul Duncan believes churches need to tap more into millennials’ desire for authenticity and community.

“What they experience on a Sunday is not community,” Duncan says. “There’s an authenticity gap between what they talk about and what they experience.” The big question is, “are they going to stick it out long enough?”

In regard to those outside the church, Duncan suggests that “most non-Christian millennials have never seen Christianity lived out, so they need to see the good news,” not just hear about it. That has been part of the reason behind Agape’s shift over the past couple of decades from an emphasis on propositional evangelistic campus ministry to a more issues-based approach, showing how faith is relevant to life and all its issues.

Duncan also notes how, with millennials’ concern for social justice issues in mind, service projects in which Christians and non-Christians work together side-by-side have provided opportunities for discussing faith. “There are so many Christian and non-Christian stereotypes,” he says. “But when you’re both doing something you’d consider good, there’s a chance to talk about people’s motivations. Relationship is the key.”

Continued from page 1

If there’s one common millennial challenge the church faces in Europe, he believes, it’s discipleship. He notes how most millennials in Finland were confirmed when they were young, observing “that’s not translating into committed teenagers and young adults.”

Meanwhile, millennials in the UK are dropping out of church at about the same rate as Americans. A recent Faith Research Centre study shows that 41 percent of 18- to 24-year-olds believe that Britain has “no specific religious identity,” while a third of those ages 25 to 34 agree. This was in stark contrast to the 74 percent of those aged 65 or older who think that Britain is a Christian country.

Another study, *Europe’s Young Adults and Religion*, from St. Mary’s University in London, revealed that 70 percent of young adults in the UK claim no religious affiliation, while across the region the rate varies significantly: 91 percent in the Czech Republic, 80 percent in Estonia, while just 25 percent

in Lithuania and 17 percent in Poland. Referencing claims that the most popular religious affiliation on UK dating sites for young adults these days is “spiritual but not religious,” Dan Lodge, church resources manager for Youth for Christ in England, says, “Essentially, the rise of the ‘nones’ is as prevalent as in America.”

This trend prompted the Evangelical Alliance (EA), an umbrella representative body of denominations and Christian organizations, to launch ThreadsUK.com a few years ago. The website aims to provide a faith-based forum for tackling big issues important to millennials such as debt, depression, sex, careers, and loneliness.

“We needed something that showed the dechurched that faith was relevant in 21st century life, whether their church had shown them that or not,” says Amaris Cole. “In just two decades the number of 20-somethings in the church has halved. You were more likely to

survive the *Titanic* than ‘survive’ church into adulthood.”

Why the slide? Lodge sees a mix of factors, including the rise of relativism and the lack of equipping of evangelists. He also mentions how many young people leave their faith while at university, in part due to poor discipleship as children and young people.

Having said that, “there are a number of churches in the UK that do a great job with students and young adults,” he adds. The common denominator is “small groups that young adults attend as often, if not more, than Sunday church.”

In addition, there has been a quiet rise in new church contexts, he says—churches meeting in places like cafes and pubs—that seem to be doing well with young adults. And then, the evangelistic Alpha course—the average age of participants is 27—is an extremely effective format for reaching young adults, he notes. **GM**

Doing Business Effectively in India

Publishers find ways to spread the Gospel in fast-growing nation of opportunities and challenges.

By Ginny McCabe



India is one of the fastest growing economies in the world with many new business opportunities emerging.

In India, the need and opportunity for Bible-based resources is met by challenges of making these materials available. Often, with ministry-minded goals, Christian publishers and rights experts continue to work together to effectively do business in India.

A recent *Harvard Business Review* (HBR) article acknowledges that India has long been an attractive destination for multinational businesses. Frontier Strategy Group's estimates show that the country will average growth rates above 7 percent over the next three years. Yet, India remains a difficult market to enter.

Among the challenges is a complex and unpredictable regulatory landscape. Inconsistent policymaking and subjective interpretations of legislation are also obstacles corporations face when doing business in India. According to the HBR article, "In one illustration of these difficulties, consider that India currently ranks 100 out of 190 countries in the World Bank's Ease of Doing Business rankings, 22 places behind China, 39 places behind Indonesia, and just nine places above Papua New Guinea. The country's ranking in dealing with construction permits and enforcing contracts is particularly bad."

If multinational businesses are to succeed in India, they need to understand the country's individual states and their business environments in greater detail. Many people see India as one market when they should be thinking of different states as individual markets.

The differences between states can be stark, adding to the fragmented market. Differences in languages, culture, talent, infrastructure, and wealth lead to broad variations in the business landscapes. For example, high-tech urban centers are mixed with remote villages with no running water.

IMPORTANT GLOBAL ROLE

Vishwas R. Nath, president of Horizon Printers and Publishers, an international publisher based in India, has been involved in ministry and mission work in India for many years. He's a member of CBA and participated in the Christian Expo in Delhi in 2016. His company, established in 1991, focuses on translation, printing and distribution.

"We are a mediator or helper for overseas publishers who want to translate their book and volumes [and print them in Hindi or English]," Nath says.

He acknowledges it can be difficult to do business as the central government and many state governments are Hindi. Christians often face persecution. Other challenges include language barriers, economic conditions, shipping, and distribution.

Despite these problems, India continues to have an important global role moving into the future. The country continues to gain momentum as an economic and technological giant with its economy

being the sixth largest in the world.

The *India Book Market Report*, released by Nielson in 2015, revealed new insights on the size and potential of the country's book publishing industry. The number of readers in India is increasing at one of the fastest rates in the world. Additionally, the impact of the written word has never been higher.

OPPORTUNITIES AND CHALLENGES

To address the opportunity and the challenges, CBA has embarked on a major effort to address Christian Publishing and distribution in India. Bro. C.V. Vadavana of Sathyam Ministries, and leader of CBA India, and CBA USA President Curtis Risky announced an agreement during UNITE 2017 in Cincinnati to work together to expand ministry and Christian-product distribution in India. As part of this initiative, planning is underway for joint participation at World Christian Expo 2018 in Mumbai, India, Nov. 7-11, 2018.

The bi-annual gathering aims to help expand the distribution of Christian resources by incorporating discussions on rights, licensing, and reprint opportunities for international publishers.

"India is currently one of the fastest growing economies in the world with many new business opportunities emerging. With a huge population demands are ever increasing," says Vadavana. "The current challenges are bringing unity among the various languages within India as language is one of the huge barriers."

Educating the publishers, introducing various training sessions on marketing

Continued on page 4



The World Christian Expo 2018 in Mumbai, India Nov. 7-11 aims to help expand the distribution of Christian resources in India.

WORLD CHRISTIAN EXPO SET FOR INDIA

Organized by the Christian Cultural Society, in partnership with Christian Booksellers Association (CBA) and Sathyam Ministries, the World Christian Expo 2018 will be held in Mumbai, India, Nov. 7-11, 2018.

Bro. C.V. Vadavana of Sathyam Ministries and head of CBA India says, "The expo brings together Christians from abroad to share innovations, promote progress, and foster cooperation among fellow brethren."

One notable feature of the collaboration between CBA and the Christian Cultural Society is the introduction of rights and licensing business meetings as well as business training and networking, which will take place during the expo.

"Christian leaders in India have identified that unity among Indian Christian organizations is very much needed to improve the development, production, and distribution of Christian resources for a growing church," says CBA President Curtis Risky, adding the goal is to develop foundational principles to help Indian Christians maximize their opportunities in ministry with sound business practices.

The World Christian Expo will also highlight a variety of industry sectors such as international missions, media, music, film, book fairs, and Indian Christian writers. The expo will attract publishers, printers, distributors as well as industry professionals who work in television, radio, and digital technology.



Continued from page 3

and modern publishing techniques, and introducing innovative business practices are a few of the ways publishers can increase their potential in India.

"The Indian publishing industry is a part of the mission work in the country, and we believe that strengthening and uniting Indian publishers and businesses is a great task that can bring amazing results," says Vadavana.

RIGHTS AND LICENSING

Marilyn Gordon, director of rights and contracts at Baker Publishing Group, says they do about 10 contracts per year in India, primarily licensing in the English language.

"We send out email catalogs to the publishers we work with in India, and they choose books that they feel are appropriate, that they want to publish, that they feel would be useful to their population. Then, they put them into English, and some are done in Hindi. They know their market very well," Gordon says.

Because India is different regarding their economic buying power, some of the population can't afford to buy American books at the same rate Americans would pay in the U.S. So, some of the titles are licensed and are sold at a much cheaper rate in India. The publisher makes a less-costly edition of the book that makes it affordable for consumers.

"Some of our titles can go well into the secular market, and those I license to different publishers. Those would be under normal licensing terms, at a much higher advance," Gordon says.

Popular Baker titles in India include *Zig Ziglar's Secrets of Closing the Sale*, *Top Performance*, and *I Dared to Call Him Father*. Other books that are published include academic titles and theological books, such as *Old Testament Textual Criticism*, which is one of the most recent books Baker licensed in India.

Jim Elwell, director of international publishing at Tyndale House Publishers, agrees the buying power of most Indian people is very low. For example, a book might typically sell for \$15 in the U.S., but the buying capacity in India might be merely \$3.

"Not all, but most of what we do in India is licensing our products for printing in India in the English language. We do have a couple of customers who purchase just closeout books or damaged goods. There's tremendous price pressure in India, so the lower the cost on anything, the better it is," Elwell says.

Tyndale averages 12 to 15 licenses per year in India, most of which fall under two categories.

"We work with a couple of larger, secular publishers there. They're always looking for personal development titles, leadership, and motivational books, especially if there's not a large amount of explicit Christian language or Scripture included in that. The other product category would be products that we license to several of the Christian publishers tend to be marriage and family, things that are on our best-sellers lists would usually be attractive to our Indian Christian publishers," Elwell says.

In-person meetings and building relationships can further benefit business in India. Elwell says, "We meet with our Indian partners whenever and wherever we can. We'll meet with them at the London Book Fair, the Frankfurt Fair, or at UNITE. It also means trips to India, so we can connect with our publishing partners there. Like a lot of Asian cultures, trust-building is an important aspect, and meeting face-to-face is the best way to accomplish that, and to really move forward with a publishing program," he says. "Whether it's a ministry program or a commercial program, the trust-building aspect of our work is important to us." **GM**

Reaching Latinos Across the World

Publishers say Spanish resources are a ‘bright spot’ in publishing.

By Ann Byle



A Spanish product resurgence in the last five years has been focused on literature, studying the church fathers and traditions, and going deeper into Scripture.

Christian book publishers are striving to reach Spanish-speaking readers with a variety of resources from Bibles to study guides, from fiction to film. They also face some struggles in reaching this group that can buy products differently and that searches for resources specific to their needs.

With 77 percent of Latinos who profess faith falling into the Christian category, according to the Pew Research Center, this market appears to be wide open to publishers. Nearly 60 percent of those polled say that religion is very important to them.

According to Peter Cerra, senior director of sales and marketing for Editorial Portavoz and president of SEPA (Asociacion De Editoriales Evangelicas),

the Spanish market has grown. Fifteen years ago, when Cerra began working with SEPA, there were perhaps 10 well-known Spanish publishers. Now there are 18 that are members of SEPA.

“Over the last years, there have been a lot of new publishers in the market, as well as smaller houses that have signed agreements for Spanish resources or have at least become more involved. It’s been very encouraging to see the growth,” he says.

Publishers have many levels of involvement in Spanish publishing. Big houses such as Whitaker House, Grupo Nelson, Zondervan’s Editorial Vida, and Casa Creacion publish numerous resources for a variety of audiences. Other houses such as Beaming Books (formerly Sparkhouse Family) might publish just one or two books, such as *Los Angeles de Adriana* by Ruth Goring, also released in English (*Adriana’s Angels*).

Cerra says that buyers are roughly 50 percent in the United States and 50 percent in Latin America, with many buying from bookstores that buy from distributors of Spanish resources.

“Outside the U.S., the majority of consumers tend to be traditional in purchasing habits,” says Cerra. “But that will be changing with the introduction

of Amazon into countries such as Mexico and Spain.”

B&H Espanol publisher Cris Garrido has seen growth in Spanish publishing as well. He partially credits an influx of highly educated immigrants from Cuba and Venezuela and other countries, as well as evangelical crusades and missionaries in Latin America that bring people to Christ.

“There is definitely growth in both volume of resources being published and purchase of those resources,” he says. “The resurgence in the last five years has been more focused on literature and studying the church fathers and traditions, and going deeper into Scripture.”

Anthony Ryan, marketing and sales director for Ignatius Press, has another take on Spanish-speaking buyers. “Spanish is a tricky market for us because we’ve found that Hispanics don’t typically go into a Catholic bookstore to buy things,” he says. “They buy at events such as conferences, church events, and speaker events.”

Ignatius Press has been doing Spanish-language books for about 20 years, with 5 to 10 percent of its line in Spanish. Its biggest sellers are *YouCat Espanol*, with curriculum for young people with almost a million sold, and its “Faith and Life” series in Spanish.

Ignatius Press has also reached deep into the film market through its Catholic film platform www.formed.org, with more than 500,000 registered users in parishes and organizations. It distributes

Continued on page 6

Spanish-language films as well as creates its own. Two recent releases include *Saint Pedro Poveda: Priest, Educator, Martyr* and *Saint Maria Soledad: Foundress of the Sister Servants of Mary*.

BIBLE SALES ARE BIG

One of the biggest sellers in Spanish is the Bible. Among the top Bible publishers is B&H Espanol. Recent CBA Spanish best-seller lists bear this out, with 11 of the top 20 products being B&H Espanol Editorial Bibles. Garrido says B&H releases 10 to 15 new SKUs of Spanish Bible products each year, with 20 to 30 new Spanish titles yearly overall.

B&H's *Holman Study Bible* and attendant products are among the top Bible sellers, along with Tyndale's *NTB Spanish Bible*. The upcoming *Reformation Heritage KJV Study Bible* that will release in Spanish in time for Expolit in August also promises big sales for Reformation Heritage Books (RHB).

"Our hope is that this one book will give us the rock-solid foundation in all different areas," says David Woollin, sales and marketing director for RHB. "We are developing key resources for pastors, mothers, and children, and we have a Spanish-language systematic theology in process. This Bible isn't simply a translation; we've added specific resources that Latin Americans have asked for."

RHB has been doing Spanish resources for some time but without intentionality. Then a donor came to them with an idea "and we saw it as a strategic opportunity, saw Spanish-speakers as a key market," says Woollin.

Tyndale's Spanish publisher Andres Schwartz has seen growth in *NTB Spanish Bible* sales, but says that the Spanish sector overall during the last several years has contracted a bit. He points to economic turmoil such as the U.S. dollar gaining over Spanish currencies, reducing buying power, as

well as natural disasters such as multiple hurricanes and the Mexico City earthquake last October.

"Overall we've seen challenges in the Spanish sector, though Tyndale has remained steady and level," says Schwartz, who adds that Spanish resources are almost 5 percent of Tyndale sales. "We've gained in market share; we're getting a bigger slice of the pie, but the pie is smaller."

Tyndale's first Spanish book was *The Cross and the Switchblade*, published in 1962. Now the NTB Bible and others are two-thirds of its business, with children's products and marriage and parenting books making up the majority of the rest.

"Study Bibles do very well," says SEPA's Cerra. "The more specialized the better. There are a lot of great Bibles created or translated in Spanish that offer great content and good solid teaching. This is what people want."

Genres that don't do well? Sports figure memoirs, seasonal products (too tough to get through distribution channels in time), and fiction. The one exception to the fiction rule, however, is Francine Rivers.

"*Redeeming Love* continues to do well, but fiction by other authors tanks," says Schwartz of Tyndale. "We're launching more Francine Rivers books in Spanish, with *The Masterpiece* coming out in summer 2018."

ENGLISH INTO SPANISH

Spanish-resource publishers offer a combination of English translations of best-selling books and books by indigenous authors. B&H is working with native authors to start a Latino study Bible and the company is working with Revive Our Hearts' Spanish ministry to "bring Spanish voices speaking to Spanish people," says Garrido.

A good portion of Tyndale's Spanish

books are still translations of best-sellers, said Schwarz, as are RHB's translations of Joel Beeke and Paul Washer's titles. Beeke's *A Puritan Theology* is nearing the end of its translation into Spanish.

Cerra of Editorial Portavoz, an imprint of Kregel Publications that began in 1970, says 85 to 90 percent of its books are translations of well-known authors such as John Piper and John MacArthur—MacArthur's *Teologia Sistemática* releases in May.

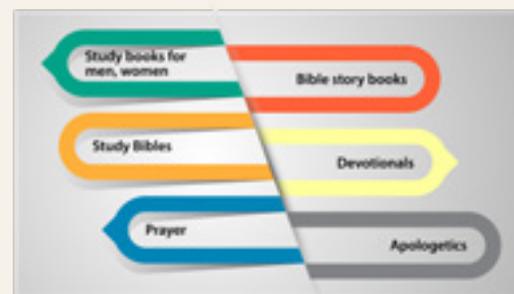
"We are very cautious about original Spanish books because a lot of Spanish authors are only regionally known," he says. "But the majority of our original Spanish books are academic; our commentaries such as those by Evis Carballosa do very well."

Garrido agrees. While translations are still the norm, "as we see younger scholars, we want to invest in their development and see them become authors. In the meantime, we work with translations."

He points to Miguel Nunez as influencing a reformation in Latino churches in the U.S. and abroad, and in publishing original Spanish-language books with several publishers. **GM**

PRODUCT GROWTH

Publishers look to these categories as growth points:



Eastern Europe Publishers Expand the Reach of Life-Changing Literature

MarketSquare Europe continues to advance the Great Commission.

By Eric Grimm



The sales and presentation tables were busy for the two days of MarketSquare Europe. From left, Carl Dobrowolski, Goodwill Rights Management Corp., shows Sung Park of CLC Korea new titles for Asian distribution.

The fourth annual MarketSquare Europe, formerly MarketSquare Budapest, brought together publishers and retailers working hard to expand the reach of Christian literature through local publishing and distribution.

Hosted April 16-18 at Budapest's modest Benzcur Hotel, the event included two busy days of rights and licensing sales and a full day of training on marketing and contracting, plus a panel discussion on the future of Christian publishing. About 70 people attended, coming from several Eastern and Western European countries and as far away as South Korea, Africa, South America, and Scandinavia.

CBA hosted the event in cooperation with CLC International, a network of 160 Christian stores in 48 countries that has begun its own publishing and distribution initiatives. At a CLC dinner, CLC European Regional Director Gary Chamberlin said the ministry's mission is to bring people to Jesus Christ and also help them mature in Christ through literature.

Referencing Patrick Johnstone, author of *Operation World*, Chamberlin quoted Johnstone's observation about

Christian literature's effectiveness.

Johnstone said, "The power of Christian literature should not be underestimated. Some reckon that over half of evangelical Christians attribute their own conversion, at least in part, to Christian literature."

Johnstone ascribes to the Lausanne Covenant, a Billy Graham-inspired, Great Commission compact to evangelize the world in preparation for Jesus' return. Johnstone authored *Operation World* as a massive prayer list for the unreached in all nations—and it was apparent the attendees' hearts were in accord for outreach.

Several of the older attendees survived Communist tyranny and worked for underground initiatives that brought Christian materials into dark countries. Eastern Europe is the crossroads of history, a transitional land since early times that overlapped cultures and war, revolution, and ruin. It saw the arrival of Huns and Hitler, the fall of the Hapsburgs and the rise of democracy. These Christians are resilient and making a difference.

During the panel discussion, William Mackenzie, head of Christian Focus Publishing, passionately spoke of putting Christ first in all things—especially Christian publishing.

"We're all in serious danger of forgetting what we're about," Mackenzie said. "Most significant importance for Christian publishing is exactly the same since Jesus was around. I'm concerned that a lot of what's published is not saying the Gospel. Tell them the Gospel!"

Of first importance is that Christ died for our sins according to the Scripture."

While acknowledging changes in digital technology and the need to build relationships with readers, Mackenzie said we need God's Holy Spirit to awaken the dead. Publishers don't do that, he said, but the Holy Spirit does.

For many Eastern European countries, relationship with readers and the church is vital. Andrey Kravchenko, director of Ezdra Publishing House in Ukraine, said the country is in deep crisis and hard times. "E-books is not the question for us. Amazon is nothing in Ukraine." He said the country's distribution system is broken and selling products to support the ministry is difficult. That's the predicament.

Kravchenko has been involved in bringing together several publishers in the region to work cooperatively to help overcome distribution issues and continue operations.

Cooperation was a main theme throughout the conference. CLC's retail operations in various regions have built networks with churches and colleges to publish and distribute. With its expansion into publishing, CLC has been building new ways to network.

Herve Lessous of CLC France told about heading up a group that is providing logistics and distribution for other publishers, its 13 bookstores, plus publishing 13 titles a year.

During a banquet gathering, Piotr Waclawik president and CEO of Vocatio Publishing, told of his finding

Continued on page 8

EXPAND GLOBAL REACH AT UNITE 2018 MARKET SQUARE



The UNITE MarketSquare area is designed for more discussion-oriented interactions rather than simply product displays.

At UNITE 2018, CBA's annual international convention, MarketSquare International will be a destination area on the main exhibit floor. Designed for international business, exhibitors within this area are either based outside the United States or conduct international business. Attendees will be able to quickly find global business connections focusing on Christian products and resources.

UNITE attracts a wide range of both exhibitors and attendees from around the world, and MarketSquare is not limited to rights and licensing sales. Products, services, and other international opportunities can be found in UNITE's MarketSquare destination area. The area is designed for more discussion-oriented interactions rather than simply product displays.

Because MarketSquare is part of UNITE 2018, participants enjoy additional opportunities to network with colleagues from the U.S. and around the world.

UNITE also offers an array of training designed for retailers in any location.

Basic training and advanced workshops take place throughout the convention. See the schedule on CBAUNITE.com.



Rights and licensing sales, products, services, and other international opportunities can be found in UNITE's MarketSquare destination area.

Continued from page 7

Christ more than 20 years ago through reading. In the past, he has said his business planning is more about how to support the church. In recent years, he also has been reaching out to Catholics and secular society to bring the Word of God through literature.

The Evangelical Christian Publishers Association was instrumental in helping Vocatio during its start-up, which led to various training initiatives in Eastern Europe through a now defunct foundation.

Daryl Wearing, CLC UK marketing VP, outlined how retail and publishing in the UK are challenged by many of the same issues other regions of the world are seeing, specifically the need for retail to be more of a place for interaction and experiences, not just buying. Marketing increasingly is about connecting with people through technology to bring them into the interactive experience of the store, he said.

Publishers are continuing to sell direct to consumers, he said, and offered counter strategies and tactics for both retailers and publishers to increase reach through

social media and email marketing.

Key areas for both groups are increasing reach to connect with more people, ensuring relevance by better targeting customers to offer meaningful products and information, and seeking resonance by working with community influencers who understand and are in tune with the people they're trying to serve.

Wearing advised publishers to develop ways to manage their content so it can be presented in various media and used to maximize social sharing. Mackenzie joined in, saying using social media to distribute quotes, memes, and inspirational comments from titles is effective. "It's like fishing," he said, enticing people with nuggets of information to hook them on the full content.

He said—to agreement from others in the room—that publishers are producing fewer titles but focusing more marketing effort on each title.

Marilyn Gordon of Baker Book Group presented an engaging session on contracts that offered very practical help and advice for publishers to manage

agreements and more profitably deliver content to local audiences.

Paramount among all the presenters and issues was building and keeping relationships.

"The danger of digital is it's replacing relationships," Mackenzie warned. Connecting people with the Gospel is still the first mission, and Christian literature is a powerful way to do that as long as Christ is first in it, he said. **GM**



MarketSquare Europe was a great time for reunions and meeting new friends. From left, Andrey Kravchenko, Ezdra Publishing House; Ivano Cramerotti, CLC Italy; Herve Lessous, CLC France; Joseph Goossen, DigiBooks Press; Kristy Kravchenko, Ezdra Publishing House; and Olena Kravchenko, Ezdra Publishing House; enjoy fellowship during a break.