



# Franchising McChurch: Feeding Our Obsession with Easy Christianity

*Thomas White, Jon Mark Yeats*

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We live in a fast-food nation, where the service is efficient, the products are peer-tested, and size is king. And this consumer-driven approach is seeping into the church.

Across the country, churches are creating entertaining, pop culture-savvy services that feel more market-driven than ministry. On the menu? A proven blend of dynamic music, high-tech dazzle, and topical teachings. And just like any successful product, churches are launching campuses that build on their brand.

But is the franchised church of today leading to the disenfranchised believers of tomorrow? Though thousands flock to these services, how many lives are truly being changed? Have we traded real truth for relevancy?

*Franchising McChurch* takes an honest look at the rise of consumer-minded ministries. Authors Thomas White and John Yeats tackle a spiritual shift that is raising provocative issues such as:

The blurry line between entertainment and evangelism  
A marketing approach to ministry  
The warped yardstick for measuring church success  
Feel-good messages that avoid tough truths

Candid and compelling, *Franchising McChurch* calls us back to the heart of Christ's church, and shares the Biblical design for delivering meaningful, life-changing ministry in a fast-food world.

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