

Dear fellow bookworm,

"As Americans we've come to tolerate, embrace, and even champion many things that would have horrified our parent's generation. Things like abortion-on-demand virtually up to the moment of birth, judges banning the Ten Commandments from public places, a national explosion of middle-school sex, the slow starvation of the disabled, thousands of homosexuals openly flouting the law and getting "married," and online porn creating late-night sex addicts in millions of middle-class homes."

What has happened to America? What has happened to Western culture? How did it come to be that what was once--and not in the distant past but only a generation or two ago--regarded as self-destructive and immoral is now regarded as free choice and tolerance? "The plain truth," writes David Kupelian, "is, within the space of our lifetimes, much of what Americans once almost universally abhorred has been packaged, perfumed, gift-wrapped, and sold to us as though it has great value. By skillfully playing on our deeply felt national values of fairness, generosity, and tolerance, these marketers have persuaded us to embrace as enlightened and noble that which all previous generations since America's founding regarded as grossly self-destructive--in a word, evil.

It's often said that the Christian church in America needs revival. But this doesn't necessarily mean ever-bigger tents with tens of thousands of us swaying back and forth, singing songs, giving speeches, and getting pumped up--and then going home and watching television. America's real revival and genuine rebirth will be much less dramatic in the beginning. We might never even realize exactly how it came about. But it can happen, and we must pray that it will. How will it come to pass? It'll happen, dear friends, when we all simply go to our rooms, close the door, take a deep breath, and take a good, long, hard, honest look at ourselves. And then, quietly and humbly and fervently, we ask the living God for help, for insight, for direction--for salvation.

*The Marketing of Evil* is a book that will make you wince. It will make you angry. It will make you appreciate or understand the brilliance of the evil one who is engaged in an all-out war against the biblical foundation upon which America was founded. And hopefully, it will serve as a wake-up call that evil is not merely an abstract concept, but is a force, a strategy, that is cunningly marketed and brilliantly deployed against all that is good.

Your colleague in the Lord,  
Bookworm