



Jesus Brand Spirituality: He Wants His Religion Back

Ken Wilson

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Although he has been in the “God business” as a pastor for over thirty years, Ken Wilson knows that “Jesus is a presence distinct from the religion that represents him,” and that “We are drawn to him (or not) for reasons that defy easy explanation...” He also knows that being drawn to Jesus does not have to mean “buying the package of faith as defined by those with the biggest bullhorns.”

To Christians who feel that faith itself is in crisis and to people outside the faith tradition who feel drawn to Jesus of Nazareth but are repelled by much of what has become associated with him, Wilson suggests that all the labels and concepts associated with Jesus be stripped away, and that Jesus be approached as though he were the center point of a circle. This thought-provoking work may be exactly what is needed to break down the barriers between twenty-first century seekers and the life-changing Jesus they hope to find.

Ken Wilson is senior pastor of the Vineyard Church of Ann Arbor, Michigan, a community noted for its vibrant faith in Jesus and its sympathetic stance toward contemporary culture. Wilson holds a bachelor’s degree from the University of Michigan and worked in community mental health before becoming a pastor. He is a leader in the dialog between scientists and evangelicals concerned for the environment, and has served on the Ann Arbor Human Rights Commission.

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