



## Honorable Influence

*By David Hagenbuch*

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### **Honorable Influence** By David Hagenbuch

Few things impact our lives more than marketing, yet few people consider how that influence can be a force for good. Honorable Influence shines the light of Christian faith on the field, revealing how marketers can avoid negative impact, and instead influence consumers to their benefit. Individuals and organizations will find in Honorable Influence practical guidance for doing what seems impossible to many—using marketing to show love to God and others.

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## **Honorable Influence** By David Hagenbuch Bibliography

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## **Editorial Review**

### From the Author

The purpose of Honorable Influence is to help move the needle on marketing morality and ensure that the field's impact is more consistently positive. Sure, it would be nice to see marketing occupations move up the ranks in Gallup polls, but that change is the lowest priority. More importantly, our world needs more marketers who take very seriously the persuasive power they hold and who seek to use it in ways that genuinely benefit others, especially given the far-reaching impact the discipline has on individuals, organizations, and institutions, including the Church. Everyone has a stake in the game, not just the marketers.

Of course, for Christians there's an all-important stakeholder, God, who asks that we do everything "in the name of the Lord Jesus" (Colossians 3:17, NIV). That everything includes marketing. Yes, it's very important that marketing's influence honors people, but what God thinks matters more than Gallup poll results, which of course is a huge understatement. If Christian marketers are not influencing honorably, they're failing to fulfill their Christian calling, and they're missing a great opportunity to make a very unique kingdom impact. Fortunately, God's Word provides the keys to influencing honorably. Even though a Bible concordance search for "marketing" produces no hits, scripture is replete with timeless principles and instances of proper influence. It's also helpful that over millennia many, many marketers have practiced the tenets of their field faithfully, providing countless examples of marketing done right. Honorable Influence is about celebrating and encouraging such successful influence.

### From the Back Cover

"In Honorable Influence, David Hagenbuch provides a valuable 'How To' guide for applying the key tenets of Christianity to make the honorable practice of marketing even more honorable."

-- Keith Reinhard, Chairman Emeritus, DDB Worldwide

"David provides the tools for Christian marketers to thrive as salt and light in this business field, equipping us to seek common ground with colleagues even in a very ethically-diverse society."

-- Tonya Neff Klause, Communications Director, Microsoft Corporation

"I can imagine the prophet Daniel writing a similar book based on II Corinthians 5:20 and following a similar path of "Honorable Influence" for life."

-- Kevin Smith, Director of New Business Development, J. Walter Thompson Worldwide

"David Hagenbuch ably probes the seven deadly sins of marketing, but then shows that marketing practiced with integrity can honor all stakeholders: consumers, marketers, society and God."

-- Dr. Dennis Hollinger, President, Gordon-Conwell Theological Seminary

### About the Author

Dr. David Hagenbuch is a Professor of Marketing at Messiah College and the founder of [MindfulMarketing.org](http://MindfulMarketing.org), which aims to encourage ethical marketing. He previously worked as a corporate sales analyst for a national Christian broadcasting company and as a partner in a specialty advertising firm. His writing has been published on [Entrepreneur.com](http://Entrepreneur.com), [CommPro.biz](http://CommPro.biz), and [Forbes.com](http://Forbes.com), and his views shared in *US News & World Report*, *Christian Science Monitor*, and the *Boston Globe*. To learn more about David, visit [DavidHagenbuch.com](http://DavidHagenbuch.com).

## **Users Review**

### **From reader reviews:**

#### **Leticia Simmons:**

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