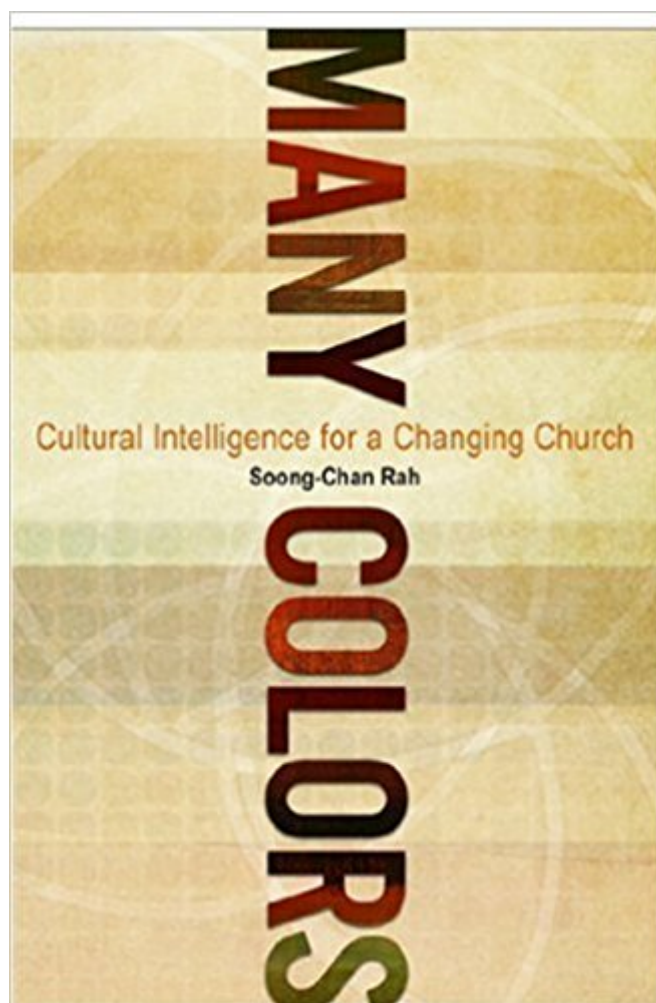


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# Many Colors: Cultural Intelligence For A Changing Church



## Synopsis

The United States is currently undergoing the most rapid demographic shift in its history. By 2050, white Americans will no longer comprise a majority of the population. Instead, they'll be the largest minority group in a country made up entirely of minorities, followed by Hispanic Americans, African Americans, and Asian Americans. Past shifts in America's demographics always reshaped the country's religious landscape. This shift will be no different. Soong-Chan Rah's book is intended to equip evangelicals for ministry and outreach in our changing nation. Borrowing from the business concept of "cultural intelligence," he explores how God's people can become more multiculturally adept. From discussions about cultural and racial histories, to reviews of case-study churches and Christian groups that are succeeding in bridging ethnic divides, Rah provides a practical and hopeful guidebook for Christians wanting to minister more effectively in diverse settings. Without guilt trips or browbeating, the book will spur individuals, churches, and parachurch ministries toward more effectively bearing witness to the gospel of Jesus Christ, the Good News for people of every racial and cultural background. Its message is positive; its potential impact, transformative.

## Book Information

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## Customer Reviews

**INSIDE PAGES**In the past decade something new and important has emerged: Readers are now able to wade through a huge pool of books on multiethnicity/multiculturalism and the church. If you have been waiting for the handbook needed to navigate these new waters, this is it! Soong-Chan Rah's *Many Colors* will become the standard for Christians who want to understand and practice

cross-cultural intelligence. The church desperately needed a book reflecting the depth and breadth of this defining work. Soong-Chan has delivered!

Randy Woodley, distinguished associate professor of faith and culture, George Fox University, and author of *Living in Color: Embracing God's Passion for Ethnic Diversity* Many Colors is a must-read for those who are serious about being the church in practice and not just theory. Dr. Rah skillfully integrates theological, psychological, sociological, and practical information concerning cultural understanding needed for a church that is increasingly becoming multiethnic and multicultural. Finally, a book on cultural understanding for the church that is not sociology sprinkled with some Scriptures, but is solidly built first on the foundation of Scripture which reveals God's priorities for our relationships.

Rodney Cooper, professor of discipleship and leadership development, Gordon-Conwell Theological Seminary This is a must-read for anyone in cross-cultural ministry, as well as all who wish to engage the new multiethnic America. Rah challenges us to pursue culturally intelligent leadership, while providing a convincing biblical-theological framework and practical suggestions to help us move forward in this most important journey.

Tom Lin, vice president of missions, InterVarsity Christian Fellowship, and director of the Urbana student missions conference BACK COVER "From experiential knowledge and with anthropological precision, Soong-Chan Rah has provided a thorough explanation of cross-cultural competence, one of the core commitments required for effective multi-ethnic ministry. Many Colors will accelerate the coming integration of the local church and is therefore a much-welcomed, greatly needed resource for those of us pursuing the dream."

Dr. Mark DeYmaz, Founding pastor of Mosaic Church (AR) and author of *Ethnic Blends: Mixing Diversity into Your Local Church* "Many Colors is a desperately needed resource for those of us who love Christ and are engaged as agents of change and justice in our society, where a new mestizo reality is becoming the norm and not an exception."

Noel Castellanos CEO, Christian Community Development Association "In recent years, many leaders have been inspired with a vision for multiethnic ministry. But while their spirits may be willing, their flesh is often weak. Many simply lack the knowledge and 'cultural intelligence' to cultivate multiethnic Christian communities, and the results are churches with a veneer of diversity without any real change. This is why Dr. Rah's book is so vital. He offers a framework for understanding culture that is rooted in Scripture, history, and the practical realities of pastoral ministry. Many Colors is a must-read for anyone sensing a call into multiethnic ministry."

Skye Jethani, author of *The Divine Commodity: Discovering a Faith Beyond Consumer Christianity* EXTRAS "Dr. Rah has the ability to stretch your faith while stretching your mind. Gratefully, this book offers no simplistic answers but in being honest about the challenges also gives us honest hope. Society questions whether real unity is possible. In Christ, the Church

can show that it is; this book helps point the way with insight, dimensionality, and challenge."Gary Walter, president of the Evangelical Covenant Church"Using the incredible power of story, Dr. Soong-Chan Rah weaves together a tapestry that gives a clear picture of what "cultural intelligence" requires. This book takes you on a reconciliation journey that will move you from simplistic formulas to substantive solutions that produce lasting systemic and social change."Rev. Dr. Brenda Salter McNeil, President, Salter McNeil & Associates, LLC

Soong-Chan Rah is Milton B. Engebretson Associate Professor of Church Growth and Evangelism at North Park Theological Seminary in Chicago, IL. He is the author of *The Next Evangelicalism* (IVP Books, 2009). Prior to coming to North Park, Soong-Chan was the founding and senior pastor of Cambridge Community Fellowship Church, a multi-ethnic, urban church in Cambridge, MA. Soong-Chan has a B.A. from Columbia University, a M.Div. from Gordon-Conwell Theological Seminary, a Th.M. from Harvard University, and a D.Min. from Gordon-Conwell. Soong-Chan serves on the boards of Sojourners, the Christian Community Development Association, World Vision, and the Catalyst Leadership Center. He lives in Chicago with his wife Sue, a special educator and his two children, Annah and Elijah.

If your church is in a multi-ethnic community or your church supports pastors and missionaries serving in other cultures this book is a must-read. Too many white Christian leaders are clueless. In fact some missionaries who have served many years overseas are culturally clueless too. In about 20 years or maybe less, white Christian churches will no longer be the dominant Christian culture in the USA. The author does a great job at describing the most important keys to developing cultural intelligence in churches, which unfortunately are way behind other segments of society.

Important subject and good pastoral perspective. i don't know whether the church can get past our cultural blinders to fulfill Paul's dream expressed in Galatians, but this book makes an attempt to address the challenge of the multi-culture church. It is definitely for a North American audience, and one could wish for a more universal approach to a true cross-cultural perspective to the community of the redeemed, but the second culture experience of the author certainly helps. Worth the read and serious discussion for church leaders in every Christian community.

This is an educational book for any business, church or school that's become multi-ethnic or wants to move in that direction. Valuable counsel for deepening relationships across cultures. Also, if you

are moving into another culture, please read this book.

excellent

An ideal text to help churches learn how to grow a multiethnic church. Excellent for small group meetings.

I can't say enough about this book and it a must read and in the church we need to be opened to all races and this book answer the question on how the chruch need to change The chruch needs to read this book

Dr. Rah, though he touches on many important topics, does himself no favors with the arguments he uses. I would even go so far as to say I agree with many of his conclusions, but it is disconcerting to me how poor his arguments were. One such argument loosely connected Noah's ark with traditional church architecture and thus "proved" racism. His conclusions are usually good and admirable though his arguments do him no favors. Another argument involved false information and therefore discredited his opinion: He lists James, brother of Jesus, as a Judaizer and the leader of Judaizers, though the Bible never refers to him as a Judaizer, but a Jew (HUGE contextual differences). This distinction is one that would undermine one of his arguments. These two examples in addition to many frustrating typos and grammatical errors left me frustrated with this book (it was used as a textbook for one of my college classes). To reiterate, I mostly agree with his conclusions; I have nearly no respect for his arguments.

Soong-Chan Rah writes in a language that is understandable and he shares his own personal experiences with sincerity. This is a keeper.

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