"An incredibly relevant and impactful conceptual framework for today's marketing students and practitioners"

- Tonya Neff Klause, Communications Director, Microsoft Corporation

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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.

To learn more visit www.HonorableInfluence.com

"To influence others is both a fantastic privilege and an awesome responsibility."

Author - Dr. David Hagenbuch

- Professor of Marketing, Messiah College
- Founder of www.MindfulMarketing.org
- Published on Forbes.com, Entrepreneur.com, Marketing News . . .
- Consultant, Speaker

www.DavidHagenbuch.com



Endorsements of Honorable Influence

"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

"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

Excerpts from Foreword by Peter Greer

"Beyond the societal value of marketing, David boldly contends that it's also a high calling and vocation. We need marketing professionals who take their faith seriously, recognizing the call to go

beyond the financial bottom line. David makes this argumentand he models it himself."

"The principles in this



book have broad application in for-profit and nonprofit, faithbased and secular settings. The missions of our organizations are too important to miss out on the opportunity to reexplore the marketing profession and to pursue influencehonorably."

Peter Greer, President & CEO, Hope International





"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

"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

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