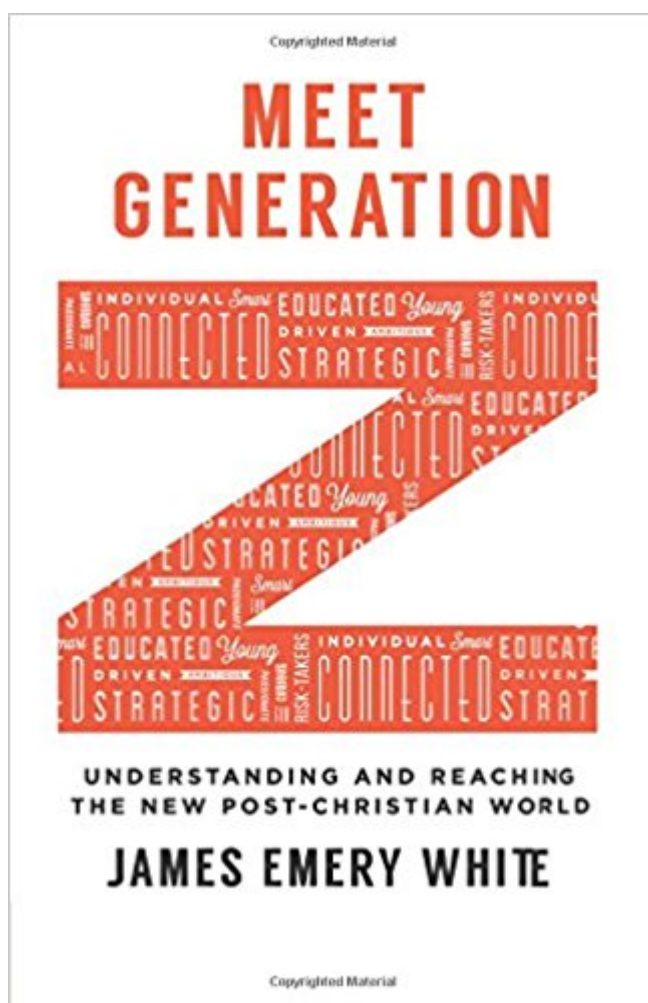


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Meet Generation Z: Understanding And Reaching The New Post-Christian World



Synopsis

Move over Boomers, Xers, and Millennials; there's a new generation--making up more than 25 percent of the US population--that represents a seismic cultural shift. Born approximately between 1993 and 2012, Generation Z is the first truly post-Christian generation, and they are poised to challenge every church to rethink its role in light of a rapidly changing culture. From the award-winning author of *The Rise of the Nones* comes this enlightening introduction to the youngest generation. James Emery White explains who this generation is, how it came to be, and the impact it is likely to have on the nation and the faith. Then he reintroduces us to the ancient countercultural model of the early church, arguing that this is the model Christian leaders must adopt and adapt if we are to reach members of Generation Z with the gospel. He helps readers rethink evangelistic and apologetic methods, cultivate a culture of invitation, and communicate with this connected generation where they are. Pastors, ministry leaders, youth workers, and parents will find this an essential and hopeful resource.

Book Information

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Customer Reviews

Welcome to the first truly post-Christian generation Move over Boomers, Xers, and Millennials; there's a new generation--making up more than 25 percent of the US population--on the scene that represents a seismic cultural shift. Born approximately between 1993 and 2012, Generation Z is poised to challenge every church to rethink its role in light of a rapidly changing culture. From the award-winning author of *The Rise of the Nones* comes this enlightening introduction to the youngest generation. James Emery White explains who this generation is, how it came to be, and the impact

it is likely to have on the nation and the faith. Then he reintroduces us to the ancient countercultural model of the early church, arguing that this is the model Christian leaders must adopt and adapt if we are to reach members of Generation Z with the gospel. He helps us rethink our old evangelistic and apologetic methods, cultivate a culture of invitation, and communicate with this connected generation right where they are."James Emery White shares helpful insights into the generation that follows the Millennial generation in a clear, practical way. Pastors and church leaders seeking to better understand the world of their youth ought to read this text."--Ed Stetzer, Billy Graham Distinguished Chair, Wheaton College"Christian leaders who are not only serious about church and ministry but who also want to understand and engage culture in order to connect this post-Christian world with the claims of the gospel will find White's work to be essential reading. Highly recommended!"--David S. Dockery, president, Trinity International University/Trinity Evangelical Divinity School"It's clear that Jim has a white-hot passion for Generation Z to know God. His research, practical applications, and desire for all church leaders to get this right will inspire and challenge you."--Sue Miller, children's ministry champion; Orange Conference staff; author of Not Normal: 7 Quirks of Incredible Volunteers James Emery White (PhD, Southern Seminary) is the founding and senior pastor of Mecklenburg Community Church, a suburban megachurch in Charlotte, North Carolina, often cited as one of the fastest-growing church starts in the United States. Former president of Gordon-Conwell Theological Seminary, White is the author of over twenty books, including *The Rise of the Nones*, *Rethinking the Church*, *What They Didn't Teach You in Seminary*, and *The Church in an Age of Crisis*.

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I just finished reading "Meet Generation Z: Understanding and Reaching The New Post-Christian World" by James Emery White. White introduces us to our newest generation. Some have called this generation Snowflakes; born from 1993-2012. I feel it is quite appropriate. White gives supporting evidence that they have been raised by underproductive parents who have allowed so much digital influence that their childhoods (innocence) has been lost. They have 24/7 access to

violence, pornography and any other information they wish to have. They have been raised by parents who don't reject God, just reject any specific religion. In Part 2 the author goes into America's history to explain how generation Z came about. For instance, after WWII there was an influx of immigrants who arrived with their world views which gave way to the Bible being challenged. He says fundamentalists retreated which paved the way for great evangelists like Billy Graham. White pastors a church where their main goal is to reach the unchurched. He gives great reasons for this. Churches will disappear if all you do is cloister yourself and as your congregants age, you eventually lose your numbers. To entice Generation Z to church, ministers have to change how they approach evangelism. He believes every generation has to translate the gospel into its unique cultural context. •not transform •translate. He gives several ways to do this like adding digital media into the worship service. Generation Z are the ultimate consumers of "stackable media". •evangelism requires visuals. It will also require not only new fresh approaches to content but also new methods of communication. Entice them with "what's up?" questions. White states that Generation Zers are into the occult. If you question this, just turn on the television. Especially to the CW network. He says it is the blending of the supernatural and science that provides the apologetic opening to Generation Z. White believes that to reach this new generation we need to think like over-seas missionaries. These missionaries go to the new country. Learn the language and their culture. This is the attitude to reach Generation Zers now; especially in light of their views on sexuality. White upholds the biblical mandate for marriage, but presents his beliefs without hitting them over their collective heads with the Bible that means nothing to them. I truly enjoyed reading this book and believe every minister and seminary student needs to understand our newest generation and how to reach them.

For those of us who know evangelism is your calling and have been perplexed on how to reach this new generation, this book is a must read!

A great read that explains much of what is happening in our present religious scene.

Thanks for all the research and making it understandable. Grace and truth as Jesus taught. Excited to reach out to Gen z!

Christians everywhere should pick up this book and read it cover to cover. If we are to effectively reach the world for Christ we must understand the generation that will be leading the world to

come. Excellent book!

the feel of this book is not so gen z :) --- lots of writing/pages on white recycle page paper J
White is a great writer and has lots of great material - but I might have to see if this is on audio ---
Content is great :) .

Excellent book with timely information...whether you are a church leader, lay person, or just
someone interested in societal trends...it is a good read complete with footnotes and references that
go beyond the author's thoughts...although those are good too!

Very informative and filled with help in understanding the uniqueness of Generation Z.

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