



The Book of Mammon: A Book About A Book About The Corporation That Owns The Mormons

Daymon M Smith

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"Brilliant, Clever, Tragic," "Laugh out loud funny," "A Terrifically Insightful Work." Described as The Office meets The Bible, the tale told here is hardly to be believed. The Question: What happens when God and Mammon are made to synergize? In answer, this book opens the doors to Mormon corporate offices, most secret of spaces, and invites you inside. At the Church Office Building (it's actual name) spiritual ambitions speak through HR evaluations, missionary mission statements, digital converts, and scripture marketing campaigns. Hear employees chant "cultural beliefs" and test if a new DVD hits your "spiritual hot buttons." Watch us market food storage "solutions" to religious consumers! Read about the "best practices" of the corporate side, from smuggling underwear into banana republics to Mitt Romney's role in a billion dollar Church Mall. The author, an Ivy League trained cultural anthropologist, "works" (sometimes) as a media evaluator with the Mormon Church's corporate arm. During long lunches he traces the ins and outs of a religion being consumed by corporate culture, and you, Dear Reader, are invited along for the insights, laughs, and revelations. A compelling, light-hearted but serious memoir, sometimes fictional ethnography, and, yes, even apocalypse, this book crosses genres, fact, fancy, and everything between. Not for the faint of heart, dumb persons, or the casual reader.

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