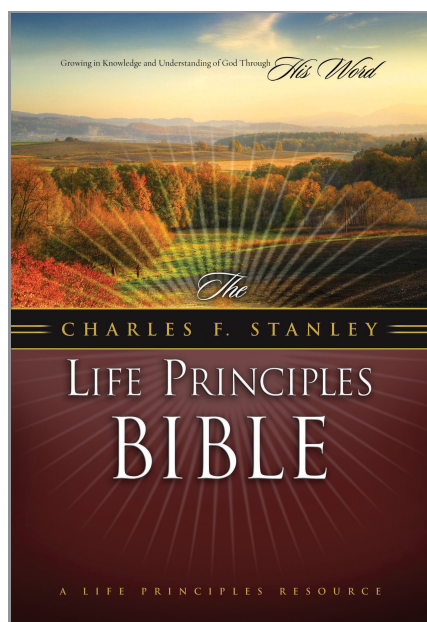


THE CHARLES F. STANLEY LIFE PRINCIPLES BIBLE

DR. CHARLES F. STANLEY



FEATURES & BENEFITS

- Develop a maturing Christian experience with the wisdom of Dr. Stanley, who has more than 6,000,000 books in print.
- Gain more confidence in facing life's difficulties.
- Build a stronger trust relationship with God.
- Find new role models for life, from the people of the Bible.

The Charles F. Stanley Life Principles Bible delivers Stanley's cherished values to benefit every Christian in their life's pursuits. With almost 200,000 in print, *The Charles F. Stanley Life Principles Bible* communicates the life principles Dr. Stanley has gleaned from the Word through his years of Bible teaching and pastoral ministry. The result is a Bible overflowing with practical articles, notes, and sidebars that help readers understand what the Bible has to say about life's most important questions.

Features include:

- 30 Life Principles, with articles throughout the Bible
- Life Lessons
- Life Examples from the people of the Bible
- "Answers to Life's Questions" articles
- God's Promises for Life index to get into the Scripture Book Introductions
- "What the Bible Says About" articles
- Concordance
- New American Standard Bible Updated Edition

Dr. Charles F. Stanley is founder and president of In Touch Ministries, whose *In Touch* radio and television ministry is broadcast around the world in eighty languages. He has also been the senior pastor of the 15,000-member First Baptist Church in Atlanta, Georgia, since 1971. He has twice been elected president of the Southern Baptist Convention and is the author of many books, including *God Is in Control*, *Seeking His Face*, *Walking Wisely*, *When the Enemy Strikes*, *Success God's Way*, and *How to Listen to God*. **Books Sold to Date:** 6 million+

Translation: New American Standard Bible
Ship Date: 2/19/2009
Pub Date: 3/17/2009
Trim Size: 6 3/16 x 9 3/16 x 1 3/16
Page Count: 1760 Pages
Type Size: 9
Carton Qty: 12
Distribution Rights: Worldwide
Translation Rights: Only: Notes
BISAC Category: BIBLES / New American Standard Bible / Study (BIB010050)

ADVERTISING

- Cross-promotional backmatter advertising in appropriate Nelson releases
- Promoted on Stanley featured author site on NelsonBibles.com
- Continued promotion of Stanley products with Nelson Brands group

PUBLICITY

- Product awareness campaign to religion editors, Christian trade, Christian consumer, church worker, and Christian college media outlets
- Radio giveaway campaign

PREVIOUS TITLES

978-0-7852-5677-9 *The Charles F. Stanley Life Principles Bible*, NKJV Hardcover Edition

ISBN-13	ISBN-10	STYLE #	PRICE	BINDING / COLOR	STYLE	EDGING	PACKAGING	IMPR
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