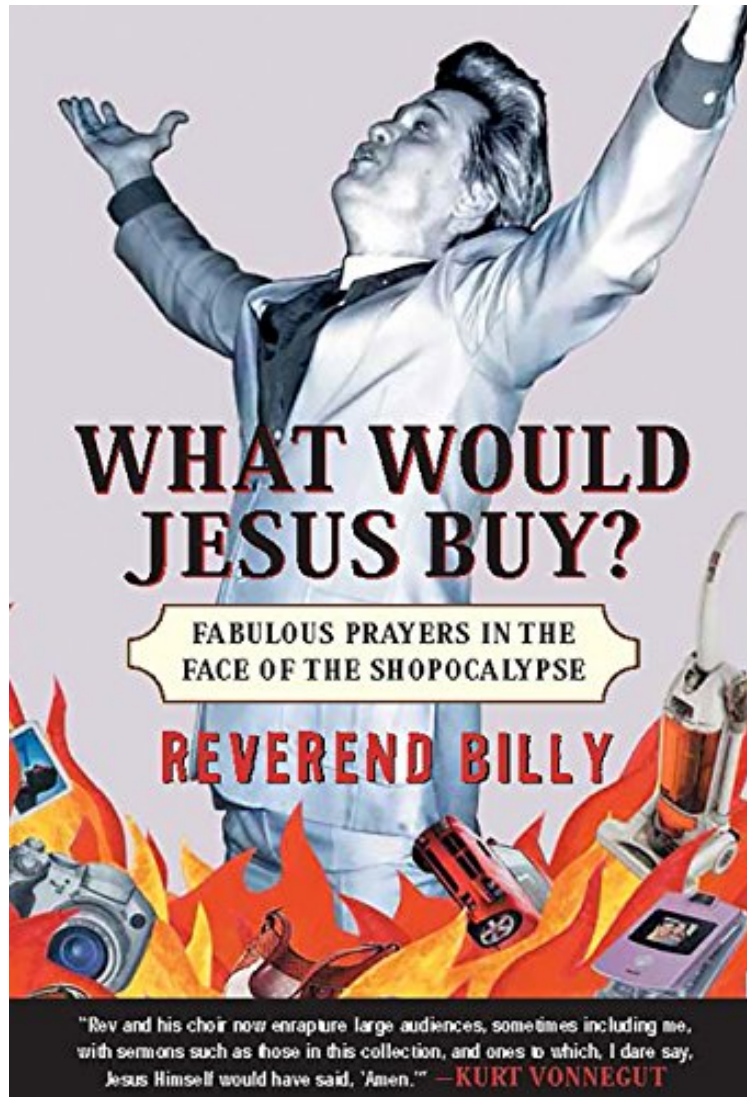


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## What Would Jesus Buy?: Reverend Billy's Fabulous Prayers in the Face of the Shopocalypse

*Rev. Billy Talen*

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**Rev. Billy Talen : What Would Jesus Buy?: Reverend Billy's Fabulous Prayers in the Face of the Shopocalypse** before purchasing it in order to gage whether or not it would be worth my time, and all praised What Would Jesus Buy?: Reverend Billy's Fabulous Prayers in the Face of the Shopocalypse:

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found the following review helpful. This book saved my soul!!!By Jackie Jorp JorpWhile I consider myself to be a reasonably conscientious person, I have found myself slipping over the years. It starts with a quick stop in at the Home Depot because the local hardware shop is closed for the night. Slowly but surely I stopped noticing that my money was supporting all of the wrong things. This book helped me to remember to be a responsible human being again. It reminded me that Starbucks profits are made on the backs of child slavery, and that my support of that company equates to my support of their methods.Thank you, Rev. Billy, for saving my soul!

Reverend Billy's revival tour across America is the subject of the upcoming Morgan Spurlock film *What Would Jesus Buy?*, his first movie since the national hit *Super Size Me!* The book is an inspiring love-a-lujah!mdash;compendium of the reverend in full flow, from his exhortations from the pulpit to his reflections on why lesbian marriage will save the Spotted Owl. Reverend Billy believes big box brainless consumerism is destroying our culture and our planet. Reverend Billy first began preaching in Times Square and has since been incessantly spreading the word at major retail stores from San Francisco to New York City. He has been regularly featured in the national media, most recently in the *New York Times*, and was arrested with great panache as he led prayers against consumerism in Disneyland. *What Would Jesus Buy?* will entertain, convince, convert, and give readers actions they can take to become a member of the Church of Stop Shopping.

From Publishers WeeklyBilly, the ringleader of the "Church of Stop Shopping"-whose protests have gotten him arrested multiple times-presents his philosophy and plan of action in this tongue-in-cheek guide to buying less and loving more-what Billy calls the "Love-a-Lujah Revival." Despite this welcome thesis, Billy's mission barely gets off the ground amid his slim volume's jokey tone. With a sermon-like delivery, Billy can prove amusing in small doses, but quickly overwhelms readers with too many odd phrasings, vain attempts at comedy and random capitalization: "Let me ask you a question. IS THERE ANYONE HERE AMONG US WHO HAS NOT BEEN CHASED DOWN AND KILLED BY A DISCOUNTED LUXURY ITEM?" Paradoxically, Billy's plea for honest expression gets mired in new-age vagary: "We have learned in the Church of Stop Shopping that memory reclamation is key, then sharing and comparing." Even when these kinds of statements get proper support, they're undermined by Billy's punch-line-happy prose, making it tough to take the actor/activist/author seriously. Relentlessly sarcastic, deadly repetitive and almost entirely reference-free, this book feels more like an attention-getting device than an earnest attempt at either social change or satire. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "A comic manifesto on how to avoid consumerism with a serious look at the problems it causes." -- *The Observer*, June 3, 2007"It's all in good fun, yet it's deadly serious... Bless you, Rev. Billy." -- *Hartford Courant*, April 8, 2007"Rev and his choir now enrapture large audiences...with sermons such as those in this collection...to which...Jesus Himself would have said, `Amen.'" -- Kurt Vonnegut, January 2007"Reverend Billy leads the `Church of Stop Shopping,' a politically-minded band of pranksters dedicated to taking on the likes of Starbucks and Wal-Mart. They've been organizing hilariously absurd street theater they call `retail interventions' since the mid-'90s, hiding tape recorders playing the voices of sweatshop workers on shelves at a Disney store or creating `commercial-free zones' on crowded city streets." -- *Boston Metro*, July 13, 2007"an unconventional yet fresh perspective on the issues that surround widespread commercialism." -- *Morning Star*, Aril 8, 2007About the AuthorThe Reverend Billy is a creation of the actor and activist Bill Talen. He lives in New York City.