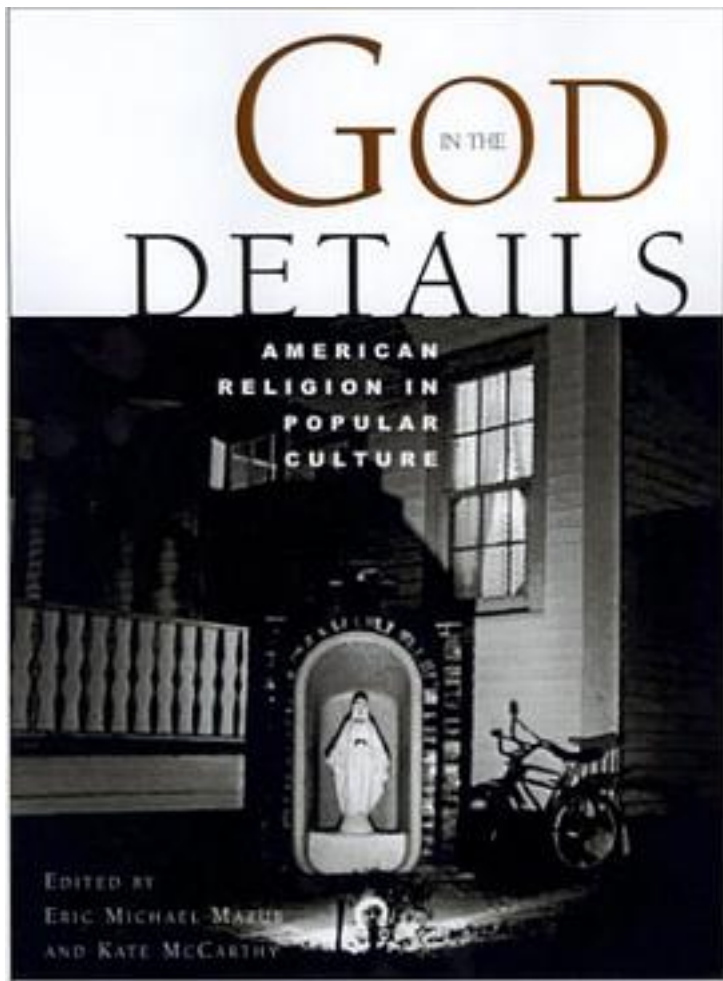


God in the Details



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Religion occupies a place of surprising importance in American culture. It pops up where we least expect it: on daytime talk shows, in the lyrics of Selena and Bruce

Springsteen, cartoons, the Burning Man festival, even the Super Bowl. On the other hand, pastors of megachurches use the language of commodities, speaking of "target markets" and "product positioning". God in the Details seeks to account for this fascinatingly blurred boundary between religion and pop culture. It addresses a range of generational perspectives and will appeal to both Baby Boomers and GenXers, as well as scholars of religion, popular culture, American studies, sociology, film and media studies.

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