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| 2. Record Nr. | UNINA9910451509203321 |
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Nota di contenuto

Contents; 1 Introduction: The New Temples of Religious Pluralism; 2 One True Faith: Four Centuries of Religious Monopoly; 3 Cornering the Market: An Anatomy of Pentecostal Success; 4 A Preferential Option for the Spirit: The Catholic Charismatic Renewal; 5 Entrepreneurial Spirits: Religions of the African Diaspora; 6 Practical Consumers: The Success of Pneumacentric Religion among Women; 7 Conclusion: Ex Uno Plura (Out of One, Many); Notes; References; Index

Sommario/riassunto

This text shows how the development of religious pluralism has radically transformed the "spiritual economy" of Latin America. In order to thrive in this new religious economy, says Chesnut, Latin American spiritual "firms" must develop an attractive product and know how to market.
