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Nota di contenuto	God may choose a country boy -- Campus ministry at America's "Trojan horse" -- Sibling rivalries -- The conservative impulses of the early 1960s -- The Jesus revolution from Berkeley to Dallas -- The evangelical bicentennial -- America and the world for Jesus -- Kingdoms at war.
Sommario/riassunto	Founded as a local college ministry in 1951, Campus Crusade for Christ has become one of the world's largest evangelical organizations, today boasting an annual budget of more than 500 million. Nondenominational organizations like Campus Crusade account for much of modern evangelicalism's dynamism and adaptation to mainstream American culture. Despite the importance of these ""parachurch"" organizations, says John Turner, historians have largely ignored them. Turner offers an accessible and colorful history of Campus Crusade and its founder, Bill Bright, whose marketing and fund-raising