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Nota di bibliografia	Includes bibliographical references (p. [273]-294) and index.
Nota di contenuto	Introduction: "the moral vineyards" -- "Temples of God's own building" : Harold Bell Wright and the roots of Branson tourism -- "Hills of truth and love" : authenticity and the sacred in shepherd of the Hills Country -- "I would much rather see a sermon than hear one" : faith at Silver Dollar City -- Jesus is "the greatest star" : the variety show and contemporary Branson tourism -- "Near heaven" : the dynamics of sacred space in Branson -- Hillbilly heaven : labor, leisure, and the Ozark trickster -- "The aroma of God's spirit" : branding Branson's future.
Sommario/riassunto	Ketchell combines the study of lived religion, popular culture, evangelicalism, and contemporary American history to present an accurate and honest account of a distinctly American phenomenon.