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Sommario/riassunto	Many a Westerner has had a cross-cultural experience of honor and shame. First there are those stuttering moments in the new social landscape. Then after missed cues and social bruises comes the revelation that this culture--indeed much of the world--runs on an honor-shame operating system. When Western individualism and its introspective conscience fails to engage cultural gears, how can we shift and navigate this alternate code? And might we even learn to see and speak the gospel differently if we did? In <i>Ministering in Honor-Shame Cultures</i> Jayson Georges and Mark Baker help us decode the cultural script of honor and shame. What's more, they assist us in reading the Bible anew through the lens of honor and shame, often with startling turns. And they offer thoughtful and practical guidance in ministry within honor-shame contexts. Apt stories, illuminating insights and ministry-tested wisdom complete this well-rounded guide to Christian ministry in honor-shame cultures.