

Introduction

Gary L. McIntosh, Editor

One of the purposes of the *Journal of the American Society for Church Growth* is to provide a forum for appropriate responses to our critics. Volume 6 *Church Growth At The End of The Twentieth Century* offered significant articles of criticism and response from key leaders on both sides of the CGM. This issue carries on the dialogue with three articles addressing core aspects of our movement.

Walther A Olsen presents new perspectives on the most criticized principle of the CGM in his article *The Homogeneous Unit Principle Revisited*. His experience as a missionary, pastor and professor allow him to address the issue with fresh insight. The reader will see the homogeneous unit principle with new “church growth eyes” after reading this article. Since it will be presented in two parts, look for Part Two in the Fall issue.

John Mark Hicks argues persuasively that Luke’s fondness for numbers is part of the theological purpose of Acts. His article *Numerical Growth In The Theology of Acts: The Role Of Pragmatism, Reason and Rhetoric* explores the issue in depth. He concludes that Luke is not simply recording numbers as a matter of historical record but as an integral part of the overall argument of Acts.

Mark J. Belokonny asserts that it is biblically and theologically sound to market the church of Jesus Christ in culturally rele-

vant ways. Looking at this controversial issue with the eyes of a church growth pastor, Mark responds to several of the most common criticisms of church marketing in his article *Biblical and Theological Issues of Church Marketing*.

John W. Ellas and Gary L. McIntosh review the books *Overcoming Barriers to Church Growth* by Steve Clapp and *Selling Jesus* by Douglas D. Webster.

—Editor