



The Man Nobody Knows

By Bruce Barton, Richard M. Fried

Ivan R Dee, Inc. Paperback. Book Condition: new. BRAND NEW, The Man Nobody Knows, Bruce Barton, Richard M. Fried, Bruce Barton's 1925 effort to reconfigure Jesus for the Roaring Twenties turned into one of the great best-sellers of the century. No Puritan or Prohibitionist, here was Christ as the world's first advertising man, a great business executive who "picked up twelve men from the bottom ranks of business and forged them into an organization that conquered the world." In his Introduction, Richard M. Fried explores the book's rich insights into the culture of the 1920s.



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