



*Rejoice in the worldwide
growth of indigenous
Christian publishing.*

by David Mehlis

Our Strategy: Building Publishing Organizations

Some 60 percent of the world's population of six billion people live in one of twelve countries—China, India, the United States, Indonesia, Brazil, Pakistan, Russia, Bangladesh, Nigeria, Japan, Mexico, and the Philippines.

Yet in many of these countries, which together account for 3.8 billion people, Christian resources are not widely available. In China, in India, in Pakistan, most have few Christian resources, few training materials, little opportunity to learn about or grow in the Christian faith, no way to study God's Word. What, then, is our responsibility?

Our task

How do we share our resources and tools with others around the world? Cook's strategy is to empower Christians in other countries to establish self-sufficient publishing operations. Why? Because in the end, Christian books from the U.S.—and those of our Canadian, British, German, and other Western counterparts—are not enough. The need is so great. There are billions who need God's Word.

We equip local publishers to provide Christian literature to people in their language, culture, and nation. We not only make our books available, but we share the knowledge, skills, experience, and expertise we have for literature development and distribution.

Cook's focus is on areas of the two-thirds world where self-sufficiency is possible—where there is a viable economy, a government open

to Christian communications, and enough Christians to form a realistic market for the organization's products. We partner with local publishers to spur growth in skills and understanding of publishing processes and issues.

Effective partnerships

One country where Cook has worked with several publishers is the Philippines. Significant numbers of personnel from several publishing organizations have attended our International Christian Publishing Institute. We expect more staff to attend future publisher development events. This April we will offer sales training in Manila.

We rejoice in the growth of publishers in the Philippines who have taken part in our training programs. We cannot take credit for their successes, but we have been called to assist them with the resources God has given us. What makes all the difference, in the world of international literature distribution and the building up of the Church, is Christians coming together and working for the Kingdom of God.

This past year, the communications ministries that have participated in our training over the past ten years printed over 4.5 million Christian books in many different languages. This year, they will publish even more. Training national publishers works. Together, we have the resources to bring the power of salvation, the Word of God, to every person in our world. ❖

David Mehlis is president of Cook Communications Ministries International.

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Cook Communications
Ministries International
4050 Lee Vance View
Colorado Springs, Colorado 80918

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