

# Power of Partnerships



*No Christian publisher can effectively meet the need alone.*

*by David Mehliis*

Earlier this year, I was meeting with several publishers in India. One gentleman was sharing his books with me. He had an extensive line of Christian books for adults and for children. The books presented were in English though there are over a thousand different languages and dialects used in that country, with eighteen legally-recognized languages.

The books the publisher shared with me were simple. A children's story book on heaven had only one picture—the one on the cover. It was all grey inside. Even so, it had sold very well. What explained its success?

The scarcity of Christian literature is a factor in that book's popularity. There are 25-30 million Christians in India, a country with more than a billion people. The United States, with a population a quarter of the size of India's, has much more available for children.

The Church in the rest of the world is five times larger than the Church in the United States, but American Christians enjoy 100 times more literature than the Church worldwide. For the Church in the United States, Cook Communications Ministries has, by itself, produced more material in the past ten years alone, than is available now in the rest of the world. How will God hold us accountable for our work here? How will God hold us accountable for our work with the Church around the globe?

## *Sacrifices*

Indians who invest their earthly lives in publishing and distributing Christian resources are not counting on an earthly reward. Our Christian brothers and sisters in publishing are simply moved by the overwhelming urgency of proclaiming God's love to their own people.

The need in India is so great that no one individual or organization can accomplish the task alone. And, every country in the world needs Jesus. All men, women and children are precious in the sight of God. Cook Communications wants to more effectively use the resources God has given us. One way we are multiplying our impact is through partnerships.

## *Power of partnerships*

No organization has unlimited resources. Through partnerships, though, we can begin to work on meeting the great needs of a world hungry for spiritual truth. Were it not for our work with national publishers, parachurch ministries, and mission organizations all over the world, our *Picture New Testament* would not have been translated into 132 languages, nor reached more than 15 million people. It is only by working together that we can successfully make Christ known.

Thousands more titles are needed for evangelism and discipleship. Our strategy to advance God's kingdom must be multi-faceted. We must publish our own titles, but we must also partner with publishers and missions for co-editions and language rights, multiplying the impact of best-selling Christian books.

We cannot meet the needs of the teeming masses of India. We cannot even meet the needs of our own country. But by partnering with the national Church and with publishers in India, we can do miracles. Today in India whole groups of Hindus with low social and economic status are considering the gospel for the first time. We can reach hundreds, thousands, even millions, with the Word of God. ❖

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