



## Publishing with Passion

by Lizzie Sotola

"A foundational question for the development of any ministry or business is 'Why do we exist?' says Julio Grasso, director of Publicaciones Alianza (Alliance Publications) in Argentina. "If this is not clear, a company can go in any direction, and of course it will be impossible to predict the results. Sometimes a business exists to create profit for its owners, and while this is a legitimate motive, this is not the case for a publishing house like ours.

"Publicaciones Alianza was birthed out of the need in Argentina for useful Christian education materials. Those created and designed by David and Betty Constance were so well received by teachers and students that they founded a publishing house, Publicaciones Alianza, to keep the Vivir La Biblia (Live the Bible) brand going. As time passed the publishing house grew, not only in sales and geographical expansion throughout Latin America, but also in the audience served. Now we also offer resources for leaders.

"Latin America is not a continent that encourages the development of this kind of business, especially when it comes to Christian education materials which are not profitable," says Grasso. In Latin American countries with fragile economic situations, the culture of literacy is in decline. Poverty-stricken economies are a scourge for publishing houses, even when a company's financial statements show that it is in the black.

Given these circumstances, Grasso emphasizes three points. "First, you must have a clear strategy. Second, have a sound financial plan. And third, implement them. Do not allow continual changes in the environment to change your strategy."

"What leads us to continue publishing is precisely that same passion that we had from the start," he concludes, "providing practical, easy-to-use Christian education resources so teachers can help students to live the Bible."

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