




Deadly







Prosperity



Greed, like lust and gluttony, is a sin of appetite. Most of us are pretty sure we don't suffer from greed because we don't see ourselves as wealthy. The rich are greedy, perhaps, but not us. The flaw in this reasoning is that desiring is not necessarily synonymous with having.

John Koessler

Someone in the crowd said to him,
“Teacher, tell my brother to divide
the inheritance with me.”

Luke 12:13

But he said to him, "Man, who made me a judge or arbitrator over you?"

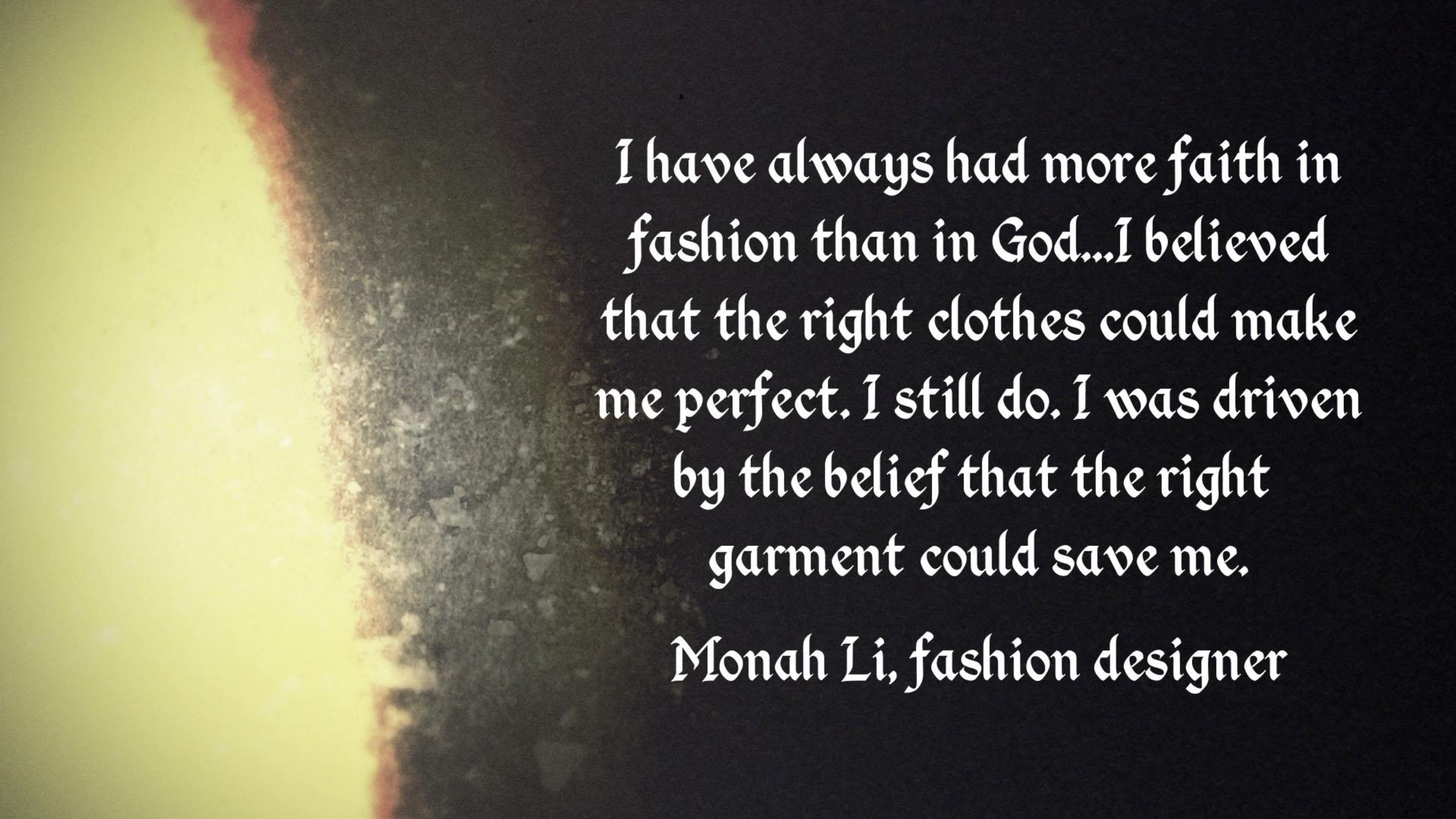
Luke 12:14

And he said to them, “Take care, and be on your guard against all covetousness, for one’s life does not consist in the abundance of his possessions.”

Luke 12:15

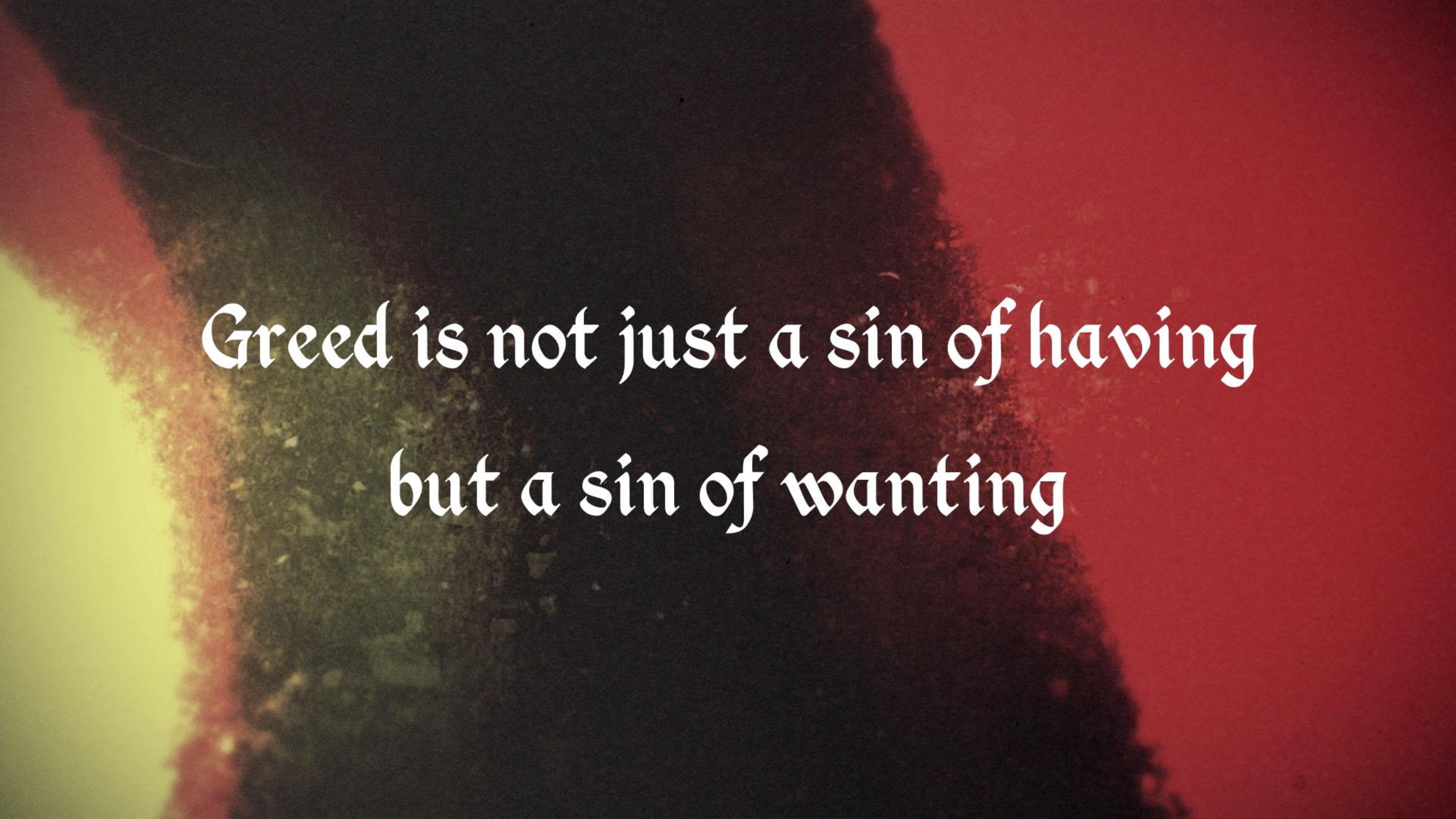
And he said to them, “Take care, and be on your guard against all covetousness, for one’s life does not consist in the abundance of his possessions.”

Luke 12:16-19



I have always had more faith in
fashion than in God...I believed
that the right clothes could make
me perfect. I still do. I was driven
by the belief that the right
garment could save me.

Monah Li, fashion designer



Greed is not just a sin of having
but a sin of wanting

Advertising taps into our longing for wholeness, and shopping becomes the religious activity intended to satisfy our needs. Advertising is effective because one of the prevailing myths of our time is that salvation comes through accumulation. As we accumulate stuff, we find happiness or at least security.

Trevin Wax



THE PARADOX OF CHOICE

WHY MORE IS LESS **BARRY SCHWARTZ**

HOW THE CULTURE OF ABUNDANCE ROBS US OF SATISFACTION



"A revolutionary and beautifully reasoned book about the promiscuous amount of choice that renders the consumer helpless. A must-read."

—Martin Seligman, author of *Authentic Happiness*

P.S.

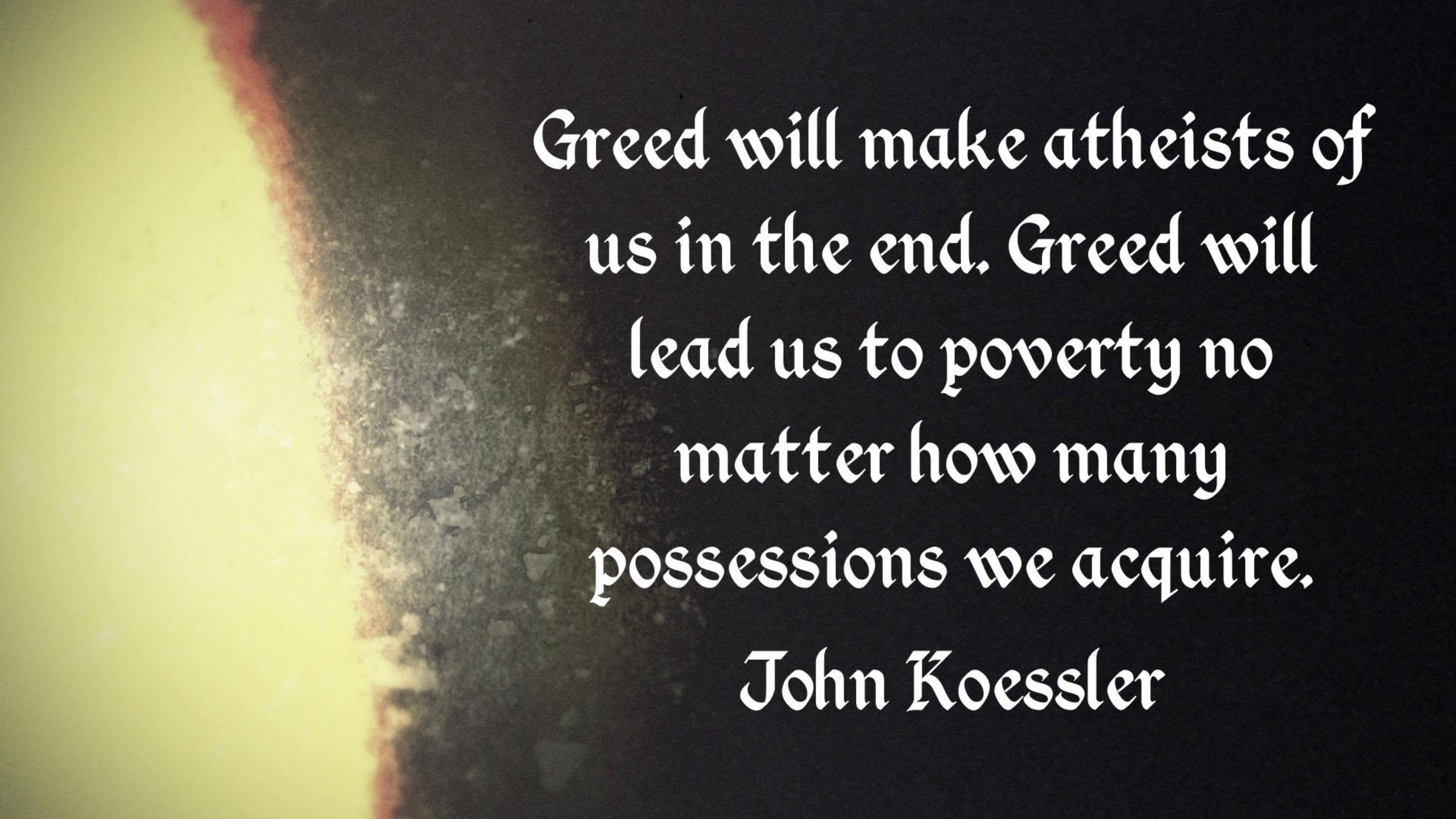
INSIGHTS,
INTERVIEWS
& MORE...

What I received was disappointing in comparison to what I expected. Adding options to people's lives can't help but increase the expectations people have about how good those options will be. And what that will produce is less satisfaction with the results, even when they're good results.

Barry Schwartz

But God said to him, ‘Fool! This night your soul is required of you, and the things you have prepared, whose will they be?’ So is the one who lays up treasure for himself and is not rich toward God.”

Luke 12:20-21



Greed will make atheists of
us in the end. Greed will
lead us to poverty no
matter how many
possessions we acquire.

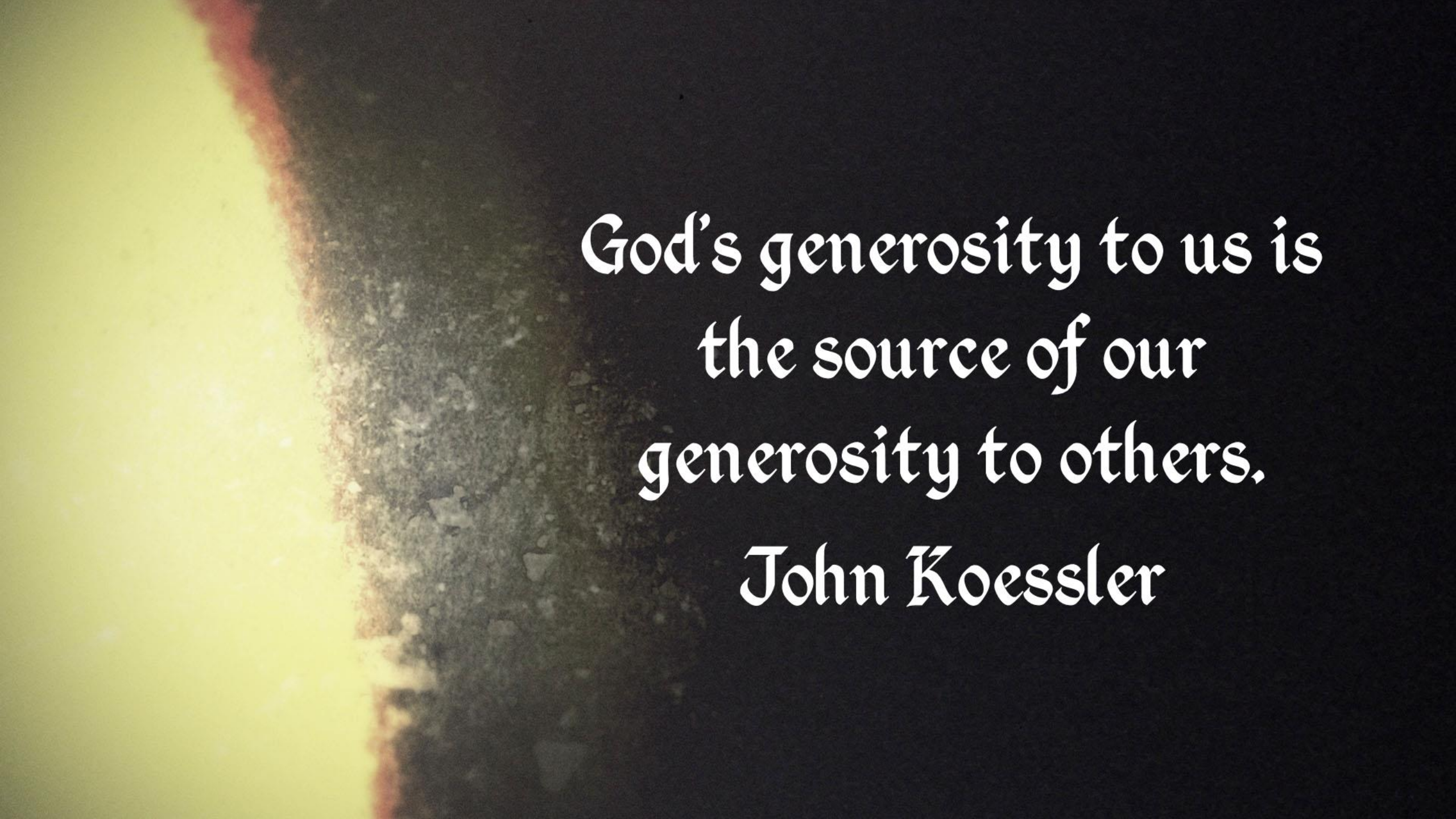
John Koessler

Do not lay up for yourselves treasures on earth, where moth and rust destroy and where thieves break in and steal, but lay up for yourselves treasures in heaven, where neither moth nor rust destroys and where thieves do not break in and steal. For where your treasure is, there your heart will be also.

Matthew 6:19-21

Blessed are the poor in spirit, for theirs
is the kingdom of heaven.

Matthew 5:3

A vertical beam of bright yellow light on a dark, textured background.

God's generosity to us is
the source of our
generosity to others.

John Koessler

For you know the grace of our Lord Jesus Christ, that though he was rich, yet for your sake he became poor, so that you by his poverty might become rich.

2 Corinthians 8:9



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