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FOR IMMEDIATE RELEASE
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WHAT IS THE GOSPEL? SURPASSES 250,000 IN PRINT WITH CROSSWAY

WHEATON, Ill.—Crossway is pleased to announce that Greg Gilbert’s book What Is the Gospel? (Crossway, April 2010) has surpassed 250,000 units in print sales.

Clearly written for both Christian and non-Christian readers, What Is the Gospel? carefully examines four main subjects in Scripture—God, man, Christ, and a response—in order to formulate a biblical understanding of the gospel. Gilbert then explores the effects of the gospel in the lives of individuals, in churches, and throughout the world.

Gilbert writes, “An emaciated gospel leads to emaciated worship. It lowers our eyes from God to self and cheapens what God has accomplished for us in Christ. The biblical gospel, by contrast, is like fuel in the furnace of worship. The more you understand about it, believe it, and rely on it, the more you adore God both for who he is and for what he has done for us in Christ.”

Available in both hardcover and ebook formats, What Is the Gospel? has received commendations from Kevin DeYoung (senior pastor of Christ Covenant Church, Matthews, North Carolina), Albert Mohler (president of the Southern Baptist Theological Seminary), David Platt (author of Radical), and others.

Collin Hansen, editorial director of the Gospel Coalition, writes, “Gilbert cuts through the confusion by searching Scripture to answer the most important question anyone can ask. Even if you think you know the good news of what God has done in Christ, Gilbert will sharpen your focus on this glorious gospel.”

“What an honor to publish this book by a brilliant pastor-theologian with a gift of championing and clarifying the most important subject in the world,” notes Justin Taylor, Crossway’s Publisher for books. “It is indeed gratifying that over a quarter of a million copies are now in print around the world.”
ABOUT THE AUTHOR

Greg Gilbert (MDiv, The Southern Baptist Theological Seminary) is senior pastor at Third Avenue Baptist Church in Louisville, Kentucky. He is the author of *Why Trust the Bible?*, *Who Is Jesus?*, and *James: A 12-Week Study*, and is the coauthor (with Kevin DeYoung) of *What Is the Mission of the Church?*

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Founded in 1938, Crossway is a not-for-profit global Christian publishing ministry that publishes gospel-centered, Bible-centered content, to honor our Savior and serve his Church. Crossway seeks to help people understand the all-encompassing implications of the gospel and the truth of God’s Word—for all of life, for all eternity, and for the glory of God alone. Crossway is the global publisher of the ESV® (English Standard Version®) Bible, more than 1,000 Christian books, and an extensive list of gospel literature. For additional information, visit crossway.org.

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WHAT PEOPLE ARE SAYING ABOUT WHAT IS THE GOSPEL?

“Greg Gilbert is one of the brightest and most faithful young men called to serve the church today. Here he offers us a penetrating, faithful, and fully biblical understanding of the gospel of Jesus Christ. There is no greater need than to know the true gospel, to recognize the counterfeits, and to set loose a generation of gospel-centered Christians. This very important book arrives at just the right moment.”

R. Albert Mohler Jr., President, The Southern Baptist Theological Seminary

“Two realities make this a critically important book: the centrality of the gospel in all generations and the confusion about the gospel in our own generation. What Is the Gospel? provides a biblically faithful explanation of the gospel and equips Christians to discern deviations from that glorious message. How I wish I could place this book in the hands of every pastor and church member.”

C.J. Mahaney, Senior Pastor, Sovereign Grace Church of Louisville

“Greg Gilbert contends that the current evangelical understanding of the gospel is lost in a fog of confusion. He burns away that fog by shining fresh light on an old subject. Gilbert writes in a clear, concise, and colloquial style that will especially appeal to young adults. What Is the Gospel? will sharpen your thinking about the gospel, etching it more deeply on your heart so you can share the good news of Jesus Christ with boldness. It will leave you pondering the extent to which the gospel has impacted your own life. It will cause you to cry out with thankfulness to God for what Christ has accomplished.”

James MacDonald, Senior Pastor and Elder, Harvest Bible Chapel, Rolling Meadows, Illinois; author, Vertical Church

“A wonderful telling of the old, old story in fresh words—and with sound warnings against subtle misrepresentations. As the old gospel song attests, and as is true of Greg Gilbert’s fine book, those who know the old, old story best will find themselves hungering and thirsting to hear this story like the rest.”

Bryan Chapell, Pastor, Grace Presbyterian Church, Peoria, Illinois

“Greg Gilbert is someone I have had the honor and privilege of teaching and who is now teaching me. This little book on the gospel is one of the clearest and most important books I’ve read in recent years.”

Mark Dever, Pastor, Capitol Hill Baptist Church, Washington, DC; President, 9Marks

“What is the gospel? This short but powerful book answers that question with a clear and concise presentation. It is a superb treatment of the good news. Read it and then pass it on.”

Daniel L. Akin, President, Southeastern Baptist Theological Seminary

“Greg Gilbert, with a sharp mind and a pastor’s heart, has written a book that will be helpful for seekers, new Christians, and anyone who wants to understand the gospel with greater clarity. I’ve been waiting for a book like this! As a sure-footed guide to a surprisingly controversial subject, it clears up misconceptions about the gospel, the kingdom, and the meaning of the cross.”
“What Is the Gospel? demonstrates in a sensitive and intriguing way that the gospel is indescribably profound as well as eminently describable—clear enough for anyone to comprehend.”

Paige Patterson, President, Southwestern Baptist Theological Seminary

“Greg Gilbert cuts through the confusion by searching Scripture to answer the most important question anyone can ask. Even if you think you know the good news of what God has done in Christ, Gilbert will sharpen your focus on this glorious gospel.”

Collin Hansen, Editorial Director, The Gospel Coalition; author, Blind Spots

“This book will help you better understand, treasure, and share the gospel of Jesus Christ. And if you think you know enough about the gospel already, you might need it more than you think.”

Joshua Harris, Former Senior Pastor, Covenant Life Church, Gaithersburg, Maryland; author, Dug Down Deep

“Amidst a contemporary Christian culture characterized by rampant confusion regarding the central tenets of our faith, Greg Gilbert has given us a portrait of the gospel that is clear for those who have believed and compelling for those who have yet to believe. Word-saturated, cross-centered, and God-exalting, What Is the Gospel? will capture your mind’s attention and ignite your heart’s affection for the God who saves us by his grace through his gospel for his glory.”

David Platt, Pastor-Teacher, McLean Bible Church, Vienna, Virginia; author, Radical

“Greg Gilbert has called the church back to the source of her revelation. In a simple and straightforward manner, he has laid bare what the Bible has shown the gospel to mean.”

Peter J. Akinola, Primate of the Church of Nigeria, Anglican Communion

“Clarity on the gospel brings both confidence in the gospel and conviction concerning core gospel truths. This excellent book is wonderfully clear and biblically faithful, and will repay reading with renewed gospel focus.”

William Taylor, Rector, St. Helen’s Bishopsgate, London; author, Understanding the Times and Partnership

“When I think of the centerpiece of my Bible, my heart immediately embraces the gospel. I know many people who love the gospel, but I’m always open to loving it more and understanding it better. Greg Gilbert has written this book to help us to know and love the gospel more.”

Johnny Hunt, Former President, The Southern Baptist Convention; Senior Pastor, First Baptist Church Woodstock, Woodstock, Georgia
“What makes this book profound is its simplicity. Perhaps the greatest danger in Christianity is making assumptions about what the gospel is without hearing the Bible’s clear and definitive voice. It is not an overstatement to say this may be the most important book you’ll read about the Christian faith.”

Rick Holland, Senior Pastor, Mission Road Bible Church, Prairie Village, Kansas

“‘Gospel-centeredness’ has become the new, vogue term for pastors and churches. Greg Gilbert does a masterful job in this book explaining what that gospel actually is. He shows us that many well-meaning churches have distorted the gospel through false teaching, and others have abandoned the gospel because of embarrassment or simply neglect. This is a profound analysis of the gospel, expressed in a poignant, relevant way. I am very grateful for Greg’s prophetic call to return to the straightforward message of the cross.”

J. D. Greear, Pastor, The Summit Church, Raleigh-Durham, North Carolina; author, Not God Enough and Stop Asking Jesus Into Your Heart

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