



Great Commission Companies: The Emerging Role of Business in Missions

Steven Rundle, Tom A. Steffen

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Business as mission has emerged as a significant new model for mission in the twenty-first century. Today's globalized economy has created strategic opportunities for Christian business enterprises in some of the most unlikely corners of the world.

In this landmark book, economist Steve Rundle and missiologist Tom Steffen offer their paradigm for the convergence of business and missions—the Great Commission Company. Such companies intentionally create businesses in strategic locations, pursuing profits while remaining unabashedly Christian in their purpose. By establishing authentic businesses that employ local workers among the least-reached peoples of the world, they contribute to the economic health of the immediate community and also provide avenues for both physical and spiritual ministry.

In an era where multinational corporations have global influence and impact, the Great Commission Company opens up new possibilities for missions-minded entrepreneurs and businesspeople who want to change the world to the glory of God.

This revised and expanded edition provides new and updated case studies of Great Commission Companies in diverse contexts around the world.

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