



The Irrational Jesus: Leading the Fully Human Church

Ken Evers-Hood

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
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Behavioral science books are popping up on bestseller lists: Predictably Irrational; Thinking, Fast and Slow; Nudge; Decisive. Even the White House launched a Behavioral Insights Team to match the British Ministry of Nudges. Conspicuously absent from this conversation is the church. The Irrational Jesus bridges this gap. Ken Evers-Hood looks at Jesus through the lens of cognitive heuristics (mental shortcuts) and biases (blind spots) and makes the case that a fully human Jesus is predictably irrational--just like all of us. Find out how the Apostle Paul's community building mirrors a prisoner's dilemma game and how this makes Paul an irrational leader, too. Discover how playing better games in church can foster hopeful, flourishing communities. Improve your decision-making; learn when to plan for irrationality and when to live into it. The Irrational Jesus addresses these issues and more. Integrating the insights of behavioral economists such as Dan Ariely, the gameful thinking of Jane McGonigal, and cutting-edge ideas from decision theory, Evers-Hood articulates a behavioral theology for fully human pastors of fully human congregations--a fresh perspective that will change how pastors and other church leaders see themselves, the institutions they serve, and the scriptural and theological tradition.

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