



What does theology have to do with innovation? More than you might think. Innovation and theology are ways people try to make sense; both have much to say about change and how we respond to it (or not); both have to do with value and knowledge creation; and both affect human culture and physical realities with implications for generations to come.

A Primer explores where innovating and theology intersect. At this intersection these pages pour a theological foundation for innovators to create new value for the common good, realize sustainable more than acquisitive value, and pursue generous and just relationships more than merely transactional ones. It is intended for lay audiences, especially innovators, intrapreneurs, entrepreneurs and investors who are theologically curious and interested in the future. *A Primer* is adapted from the larger set of essays.

Innovation Theology is that larger set of essays geared to leaders with theological educations. *Innovation Theology* invites these organizational and congregational leaders to consider, explore and investigate this new area of applied theology. Not to be confused with workplace spirituality, business ethics, or critiques of technology, theology for innovating can encourage scientists, engineers and entrepreneurs to consider the plumb lines (Amos 7.7f) of God in their efforts, not just their bottom lines.

Both books can strengthen conversations about where we should be innovating, why, and for whom. The One for whom all things are possible may be more interested, invested and engaged in innovating in these places than we might otherwise imagine. Are we innovating with that One, or not?

Introducing Two New Titles

A PRIMER ON INNOVATION THEOLOGY

Responding to Change in the Company of God

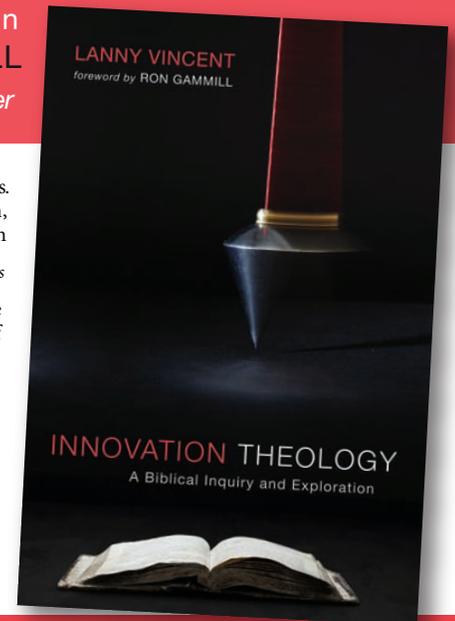
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INNOVATION THEOLOGY

A Biblical Inquiry and Exploration

foreword by RON GAMMILL

ISBN: 978-1-5326-0869-8 | 400 pp. | \$46 | paper



“The core idea of this remarkable book is timely, inspiring, and potentially revolutionary, especially as regards selflessness vs. self-interest. Lanny Vincent shows how theology and innovation are not at odds, but deeply complementary. Clear, elegantly written, and practical, the book offers specific direction to those who hope to keep their work wise, humane, useful, and will surely enrich readers’ understanding of their own purposes.”

—MARILYN MCENTYRE, PhD, author of *Caring for Words in a Culture of Lies*

“When scientists and engineers attempt to create new value for others, Vincent argues, they should seek the will of God to guide *where* they should innovate, *why*, and *for whom*. Instead of the invisible hand of the market, the guidance will be from the hands of the Other—holding a plumb line like the prophet Amos saw.”

—JACK SWEARENGEN, Professor of Engineering (retired); author of *Beyond Paradise: Technology and the Kingdom of God*

“There is a gaping hole in our world’s innovation thinking. True and lasting innovation requires more than markets, science, technology, and logic; it yearns for a plumb line only the Word can provide. Accept the challenge. See how theology enables innovation anew and begin innovating in the Company of God.”

—GREG GUDORE, MBA, Chief Executive Officer, Pure Flix Digital; Inventor; Technology Industry Executive

“Flowing from a life that combines ‘deep’ theology and spiritual solidarity with a keen eye for what constitutes expert entrepreneurship certainly makes this book a fresh and original contribution.”

—STUART BROWN, MD, Founder and President, The National Institute for Play

For thirty-five years **Lanny Vincent** has been facilitating invention and foresight with Fortune 500 companies seeking to innovate. Formerly a Presbyterian Pastor in the South and Midwest, Lanny continues to make sense of change and innovation with the inspired guidance of the biblical canon, even from his garage in the San Francisco Bay Area. Lanny is also teaching at Santa Clara University’s Graduate School of Engineering.

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