

## **Q & A with Dan Rich, David C Cook Spokesperson for *The Transformation Study Bible***

Q: The term “legend” is thrown around a lot these days. What makes Dr. Wiersbe a legendary figure, and what’s it like working with a man of his stature?

***A: When you are the author of more than 100 books, have taught at some of the world’s greatest theological institutions, have been the pastor at The Moody Church, and are called “one of the greatest Bible expositors of our generation” by Billy Graham, I think you have achieved legendary status.***

***Dr. Wiersbe is a good friend and a true inspiration. I can’t think of a better person to represent David C Cook on The Transformation Study Bible.***

Q: With so many study Bibles on the market, what does *The Transformation Study Bible* offer that makes it unique?

***A: The Transformation Study Bible contains commentary/expository study on each book of the Bible taken from Dr. Wiersbe’s series of commentaries aptly known as the “Be” series, as every one of the fifty titles in the series begins with the word “Be.” There are now over four million volumes of this series in print, covering nearly every book of the Bible. Dr. Wiersbe’s contribution makes this Bible a clear, practical guide to leading a transformed life, and his influence, more than anything else, is what makes this Bible unique.***

Q: The Bible has a wide audience of readers. Who is your target audience for *The Transformation Study Bible*?

***A: The Transformation Study Bible is a valuable tool for pastors, students, or regular Christians wanting to know their Bible better. It’s really for anyone who is looking for a better way to study the Bible. Whether you’re preparing a sermon, working on a seminary assignment, planning a Sunday school lesson or just looking for some guidance in life, The Transformation Study Bible has something for you.***

Q: A man like Dr. Wiersbe has seen and been a part of so much change in culture. What makes his insight relevant to today’s society?

***A: It’s exactly because he’s seen and been a part of so much change that makes him so qualified to speak to today’s culture. His life and ministry experience is vast, and his wisdom has helped countless people come to a greater understanding of who God is. I can’t think of anything more relevant in this culture than an experienced voice of reason and insight.***

Q: Transformation is a key theme at David C Cook Publishing. How would you define transformation, and why is transformation such a big part of your company's vision?

***A: Transformation is a qualitative change. In the case of Christianity, transformation is what happens when the reality of God collides with and overcomes the reality of the human condition. The Spirit of God is at work in the world and His Church today, as always. We want to join with Him and the church—the Body—to help shape disciples. We feel we have a vital role to play by providing resources that can help bring about true transformation, with the guidance and inspiration of the Holy Spirit.***

***The Transformation Study Bible, with the help of Dr Wiersbe, is a tool that, we believe, will result in transformation. It is the timeless truth of God and the diligent work of one of His faithful followers, and it comes together to form a powerful, transformational tool in the hands of those who use it.***