



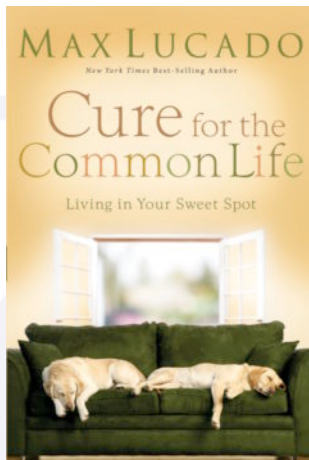
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Date: November 29, 2005
Contact: Heather D. Adams
Director of Publicity
(615) 902-2224 office/(615) 902-2746 FAX
hadams@thomason.com

402 BNA DRIVE, SUITE 600, P.O. BOX 141000
NASHVILLE, TN 37214
tel 615.902.2600 or 800.251.4000
web www.wpublishinggroup.com

Ignite the Divine Spark Max Lucado Reveals How to Discover and Apply Uniqueness to Celebrate God



(NASHVILLE, TN) Contrary to popular belief and pop psychology, *New York Times* bestselling author Max Lucado claims that people CANNOT be anything they want in his new book, *Cure for the Common Life* (W Publishing Group, January 2006). Instead, Lucado asserts that God “pre-packed” us for a life planned to glorify Him.

Beginning with I Corinthians 12:7 MSG, “Each person is given something to do that shows who God is” Lucado builds a revolutionary new look at discovering, and applying, every person’s God-given uniqueness. Lucado says, “Da Vinci painted one *Mona Lisa*. Beethoven composed one Fifth Symphony. And God made one version of you. He custom designed you for a one-of-a-kind assignment. Mine like a gold digger the unique-to-you nuggets from your life.”

The prescription available in *Cure for the Common Life* lies in the assessment tool developed by People Management Inc., a leading personnel management firm, that leads readers through the steps for discovering their unique gifts and then applying them to achieve their unique purpose. In describing the distinctiveness of each person, Lucado asserts, “Can an acorn become a rose, a whale fly like a bird, or lead become gold? Absolutely not. You cannot be anything you want to be, but you can be everything God wants you to be.”

Drawing on decades of research conducted by People Management Incorporated, Lucado says, “You have...a divine spark. An uncommon call to an uncommon life... Stand at the intersection of your affections and your successes and find your uniqueness.”

Calling that intersection between affections and successes the “sweet spot,” Lucado unveils practical methods in *Cure for the Common Life* to reclaiming vigor, vitality and purposeful living. The blueprint to understanding what will truly bring meaning and happiness to life is already within, he asserts. If the “oak indwells the acorn,” Lucado believes that the past predicts the future. In the merger of success and satisfaction in earlier life lies the key to future joy.

Cure for the Common Life helps readers discover their true passion through a series of five basic questions: 1. What are your **Strengths**? 2. What is your **Topic**? 3. What is your **Optimal** setting? 4. What about **Relationships**? 5. What are your “**Yes!**” moments? What is your **S.T.O.R.Y.**? This self-assessment process developed by People Management Incorporated and tested through decades of work with thousands of people have proven this simple but powerful exercise can work true miracles in improving the satisfaction levels in people’s lives.

-more-

Including a “Sweet Spot Discovery Guide” and additional resources available on-line, *Cure for the Common Life* helps readers discover and chart a prescription for happiness, fulfillment and God-given contentment.

MAX LUCADO IS AVAILABLE FOR INTERVIEW.

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Cure for the Common Life
Max Lucado
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W Publishing Group
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Webinar: www.maxlucado.com/discoverthecure

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