

# THE FIGHT FOR PURITY



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## Secret Sex Wars

*A Battle Cry for Purity*

By Robert S. Scott, Sr., *General Editor*

**MARKET** Men who want to gain freedom in the fight for sexual purity

**DESCRIPTION** We live in a sexually impure world. This fact is felt most assuredly by men. As one preacher put it, "...we live in a culture that sweats sensuality from its pores!" A man today can't escape the temptations to sexual sin that come to him via TV, billboards, magazines, and provocatively dressed women. He can run, but he can't hide. The world he lives in is saturated with sexual temptations.

This book seeks to come face to face with the growing problem in the church today—sexual purity has become a major concern in homes, churches, and in the hearts of men across the country. This book will provide keys to unlocking freedom in the fight for purity.

### MARKETING PLAN

- Men's conferences
- LA Men's Bible conferences
- Promotion through conferences on college campuses
- WMBI radio promotion and contest
- A tool for mentoring young men in schools and churches
- National radio, print and internet media campaign

