

# False Claims By Rick Warren and Zondervan on Purpose Driven Life Book Sales

By James Sundquist

Dear Pastors, Staff Members, and Church Members of Southern Baptist Convention of Virginia,

As you no doubt already know, Rick Warren and his publisher Zondervan published on their Purpose Driven Life book cover and in their advertising that:

**Purpose Driven Life is “the bestselling non-fiction hardback book in history”.**

A similar statement was also published and posted by Southern Baptist leader Jerry A. Johnson, President of National Religious Broadcasters, in Washington D.C.:

**“Purpose Driven Life has sold more than 32 million copies, been translated into 85 languages, was the subject of a major motion picture, and is the best- selling hardback book in American history, according to Publishers Weekly.”**NRB President & CEO Dr. Jerry A. Johnson [Source NRB](#)

## Circulation of a False Report

Jerry A. Johnson may very well now be a member or attendee of one of your churches in Virginia. He knows about this, but to date and to my knowledge, he has not warned anyone or sent out an NRB Alert to his members.

So, in light this Scripture:

**“You shall not circulate a false report.”** [Exodus 23:1](#) 

I entreat you to read this investigation to establish and verify whether or not this claim can be substantiated. I have attached for you the Bestselling Books in History Ranking Chart.

## Note where Rick Warren's Purpose Driven Life ranks, in relationship to #1:

The above claim by Rick Warren and Zondervan was attributed to **Publishers Weekly**.

So let's see what the President of Publishers Weekly said about this claim:

**"I've checked our site which includes all of our content from about 1995. Also touched base with our religion editors and there is no finding of a quote like that... We don't generally use the term hardback."** September 30, 2013 11:33:08 PM EDT

**George W. Slowik, President of Publishers Weekly**

I also invite you to read a documentary on Warren's SHAPE Personality Profiling (Step 3 or 301 Discovery Class), and Days 29-31 in Warren's Purpose Driven Life book, based on Carl Jung, that I wrote which was published in

two Conservative Christian Theological Journals: [Personality Profiling Jung](#)

## **Silence is Not Golden**

To avoid the temptation to remain silent in the face of iniquity, I invite you to sound the alarm to your fellow SBCV Members, in obedience to the Apostle Paul's command for all Christians:

I have learned from a long-time SBC Pastor that even Christians that are concerned about Rick Warren's teachings and programs are afraid to oppose or expose him. So I invite you to read this article why remaining **SILENCE IS NOT GOLDEN**: [Spiritual Formation Movement](#) (Scroll down about half way until you see my name).

[And Spiritual Euthanasia](#):

I also invite you to read my two books on Rick Warren, published by Southwest Radio Church Ministries, now free online at:

## **Who's Driving the Purpose Driven Church? [Here](#)**

and

## **Rick Warren's Global Peace Plan vs. Scripture**

**“Have nothing to do with the fruitless deeds of darkness, but rather expose them.” [Ephesians 5:11](#)** (NIV Zondervan’s own Bible Translation).

And here is the video documentary I produced with Richard Bennett, former

Roman Catholic priest exposing Warren entitled:

**“Experiencing God through Deceitful Mysticism by Richard Bennett”:** [On YouTube](#)

Finally, in a world of FAKE NEWS, this should not even be named in the Church. So in what could be the greatest irony is that Rick Warren tells “FAKE Christians to find another church.” [Source: Christianity Today](#)

## **Conclusions**

Therefore, I exhort you that if Rick Warren is your pastor, or you are a member of a Purpose Driven Church, then it is you that better find another church that does not preach another gospel! “Come out from among them and be ye separate.” And if you are truly a fake Christian why would Rick Warren send you off to another church to poison its members?

So if Rick Warren really has reached 197 nations with his Global Peace Plan, then he and his publisher Zondervan could have currently achieved the dubious honor of having spread more fake news than any Christian author and publisher in modern history. So the question remains, who is really the Fake Christian pastor/author that we should flee? And who is the real Fake Christian Publisher we should reject?

“Fake news” by Zondervan and Warren should be an oxymoron because we champion TRUTH, because Jesus Christ is the Way the TRUTH and the Life, it separates us from all other religions.

Kindest regards in Christ,

James Sundquist

[Eaglemasterworksproductions.com](http://Eaglemasterworksproductions.com)

Click here to see the chart!

<https://amos37.com/wp-content/uploads/2018/06/BestSellingRankingListinHistory.pdf>

## BESTSELLING NON-FICTION HARDCOVER (BACK) BOOKS IN HISTORY RANKING LIST

TITLE	AUTHOR	NUMBER OF SALES	RANKING
BIBLE	HOLY SPIRIT	6-8 BILLION	1
A COLLECTION OF QUOTATIONS FROM CHINESE CHAIRMAN MAO ZEDONG	MAO	6.5 BILLION	2
QURAN (MUSLIM KORAN)	MOHAMMAD	3 BILLION	3
RED BOOK (QUOTATIONS FROM CHAIRMAN MAO TSETUNG)	CHAIRMAN MAO	800 MILLION	4
THE PATH: Find Fulfillment through prosperity from Japan's Father of Management	KONOSUKE MATUSHITA	520 MILLION	5
XINHUA ZIDIAN CHINESE DICTIONARY		400 MILLION	6
CHAIRMAN MAO'S POEMS	MAO	400 MILLION	6 (TIED)
BOOK OF COMMON PRAYER	ANGLICAN CHURCH	300 MILLION	7
COMMUNIST MANIFESTO	KARL MARX	HUNDREDS OF MILLIONS	8
BHAGAVA GITA	UNKNOWN	HUNDREDS OF MILLIONS	(TIED) 8
FOXES' BOOK OF MARTYRS	JOHN FOXE, W. BERRY	150 MILLION	9
BOOK OF MORMON	JOSEPH SMITH	140 MILLION	10
GUINNESS BOOK OF WORLD RECORDS	GUINNESS	123 MILLION (2012) now 138	11
JEHOVAH'S WITNESS: "THE TRUTH THAT LEADS TO ETERNAL LIFE"	WATCHTOWER	107 MILLION	12
THE GREAT CONTROVERSY	ELLEN G. WHITE	100 MILLION	13
THE THREE PRESENTATIONS	JIANG ZEMIN	100 MILLION	(TIED) 13
THE AMERICAN SPELLING BOOK	NOAH WEBSTER	100 MILLION	(TIED) 13
THE WORLD ALMANAC	THE NEW YORK WORLD	80 MILLION	14
THINK AND GROW RICH	NAPOLEAN HILL	70 MILLION	16
LEFT BEHIND	TIM LAHAYE & JERRY JENKINS	63 MILLION*	16
BETTY CROCKER COOK BOOK	BETTY CROCKER	63 MILLION	(TIED) 16
STEPS TO CHRIST	ELLEN G. WHITE	60 MILLION	17
THE MCGUFFEY READERS	WILLIAM MCGUFFEY	60 MILLION	(TIED) 17
MERRIAM-WEBSTER COLLEGIATE DICTIONARY	GEORGE AND CHARLES MERRIAM	55 MILLION	18
YOU CAN HEAL YOURSELF	LOUISE MAY	50 MILLION	19
THE COMMON SENSE BOOK OF BABY AND CHILD CARE	BENJAMIN SPOCK	50 MILLION	19
THE HITE REPORT	SHERE HITE	50 MILLION	(TIED) 19
BETTER HOMES & GARDENS NEW COOK BOOK	BETTER HOMES & GARDEN	38 MILLION	20
LATE GREAT PLANET EARTH	HAL LINDSEY	35 MILLION**	21
PURPOSE DRIVEN LIFE	RICK WARREN	32 MILLION (2012)	36 and 48
			TOTAL = 30 TITLES

#### CAUTION & CLARIFICATIONS:

\* This book is Fiction, but because it is based on truth and sound biblical doctrine, but dramatized into a novel. \*\*Paperback (not hardcover). Included in list because of its significance.

**NOTE:** This list is not exhaustive. Not every list contains every book. Some titles rank higher or lower on different lists. But the general consensus and estimated sales are in general agreement. Also, *Imitation of Christ, by Thomas a Kempis* is thought to be the bestselling book after the Bible, but was not listed because estimated sales figures could not be obtained. The Bible is actually not a single book, but 66 books. And long before the printing press it was neither a hardcover or a softcover (paperback), rather scrolls on skins or parchment. Also the Bible is called Nonfiction, but it contains parables that are fiction or allegory. Often publishers no longer exist and/or did not distinguish between hardcover and softcover. And at what point is this even relevant? Most Bibles are called hardcover when they are really soft leather bendable bindings or covers. Another caution. We are at the mercy of what a publisher says regarding a titles book sales. List rankings often combine hardcover and paperback numbers and combine fiction and nonfiction in sales numbers. But it is easy to separate and discern nonfiction titles by the book description. Also, lists aren't always current or updated, so I advise contacting Publisher for current figures. Finally, it might seem strange to see so many false religions on the list as well as false teachers that project themselves as Christians. For example, the Book of Mormon is called Nonfiction, yet it is based on unverifiable races and genealogies, so should be called Fiction. Shouldn't all false teacher's books be called Fiction, unless the book is a documentary on a false teacher? But publishers and libraries made this classification. But none of this should surprise us because wide is the highway to Hell, and narrow is the way to life and few it be that find it.