

Marketing Jesus

Description

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John 7:1-13

When someone comments on another's motives it always reveals more about them than the one they are speculating about. This is certainly true of Jesus' brothers. James, Joseph, Simon, and Judas (Matt. 13:55), Jesus' younger half-brothers, did not yet believe in him as the Messiah, but it wouldn't hurt to have a well-known and well-respected brother!

It was the time of the Festival of the Tabernacles, one of three mandatory feasts for Jewish males, and a vast throng of pilgrims would gather in Jerusalem. Since this festival occurred in the autumn it also celebrated the bounty of the land God had given Israel.

"No one who wants to be a public figure," would ignore such an opportunity for nationwide exposure. One could network, build name recognition, and establish useful connections. When Jesus finally went it was in secret. His plan was not to promote himself but to do the will of God. He knew that this was not his decisive moment. His time would come and it would not lead to acclaim by the crowd but to death on a cross.

Author: Duane C. Brush

Date Created

2013/03/02