

1. How am I going to use my Bible?

Our Bible Department is divided into sections by Bible type.

Signs above the shelves — similar to the brown ones below — identify the type of Bible found in that section. The descriptions on this page may help you discover more about how you want to use your Bible. Plus, we've included icons that match those on the previous page, helping you pair your need with a Bible type.

Study Bibles



Study Bibles are loaded with insights and commentary to help you dig deeper. They also include maps, graphs, concordances, and charts that shed light on biblical times. Some feature people profiles and glossaries to give additional information.

Reference Bibles



Reference Bibles often include only the Scriptural text, though some include cross-references to help you find related verses. Compact and thinline Bibles are also found here. Many are perfect for traveling or taking to church.

Devotional Bibles



Devotional Bibles often provide a regular reading plan. Some also include a daily reading portion to help you read through the entire Bible in a year or inspirational thoughts intended to help you take what is read that day into your daily life.

Large Print Bibles



Large Print Bibles feature larger-than-normal text, making it easier to read. This section offers all types of Bibles, such as Study, Reference, Devotional, etc., all with larger text. You'll even find compact-sized large print Bibles.

Outreach & Ministry Bibles



Outreach & Ministry Bibles are ideal for special occasions like awards, Promotion Sunday, recognition for accomplishments, and more. They're also perfect to take on mission trips or for other times when you want to give away a Bible.

Specialty Bibles



Specialty Bibles offer a wide array of unique features. Parallel Bibles put two or more translations side-by-side for comparison. Additionally, you'll find Bibles for specific groups of people like those in uniform, brides, and more, as well as New Testaments.

Audio & Electronic Bibles



Audio & Electronic Bibles offer a way to experience the Scriptures through other forms of media. Read or listen to the Bible anywhere via an electronic device, CDs, or MP3s. They're ideal for the busy person always on the go.

Children's Bibles



Children's Bibles are specifically designed for newborns to age 12. Age-specific features designed to meet the spiritual and developmental needs of children encourage a lifelong habit of studying God's Word.

Student Bibles



Student Bibles help teens and young adults understand and relate to the Bible's truths. Students appreciate the engaging cover designs and page layouts and how the Bible addresses the tough issues they face with clear, honest, and practical answers.



What else will help me dig deeper into the Bible?

We offer a selection of companion products that are specifically designed to enhance your Bible study. Ranging from **Bible commentaries** and **Bible dictionaries** to **Bible software** and **reference books**, they can all be found in our Reference Department located adjacent to our Bible Department.

So, what's left to consider?



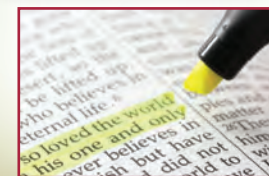
How can I personalize my Bible?

Whether for you or for a gift, imprinting a name on the cover is a great way to personalize the Bible you selected. Ask a store associate for assistance with **Bible imprinting**.



How do I know they'll like it?

Looking for a Bible for someone else and still can't decide? Give them a **Gift Card** — and this brochure — and let them choose a Bible or any product in our store.



Do you have more study helps?

We also have **Bible book tabs**, **highlighters**, and **many other Bible study helps**. In addition, we offer a wide selection of stylish **Bible covers** that will protect your Bible or help you carry it.

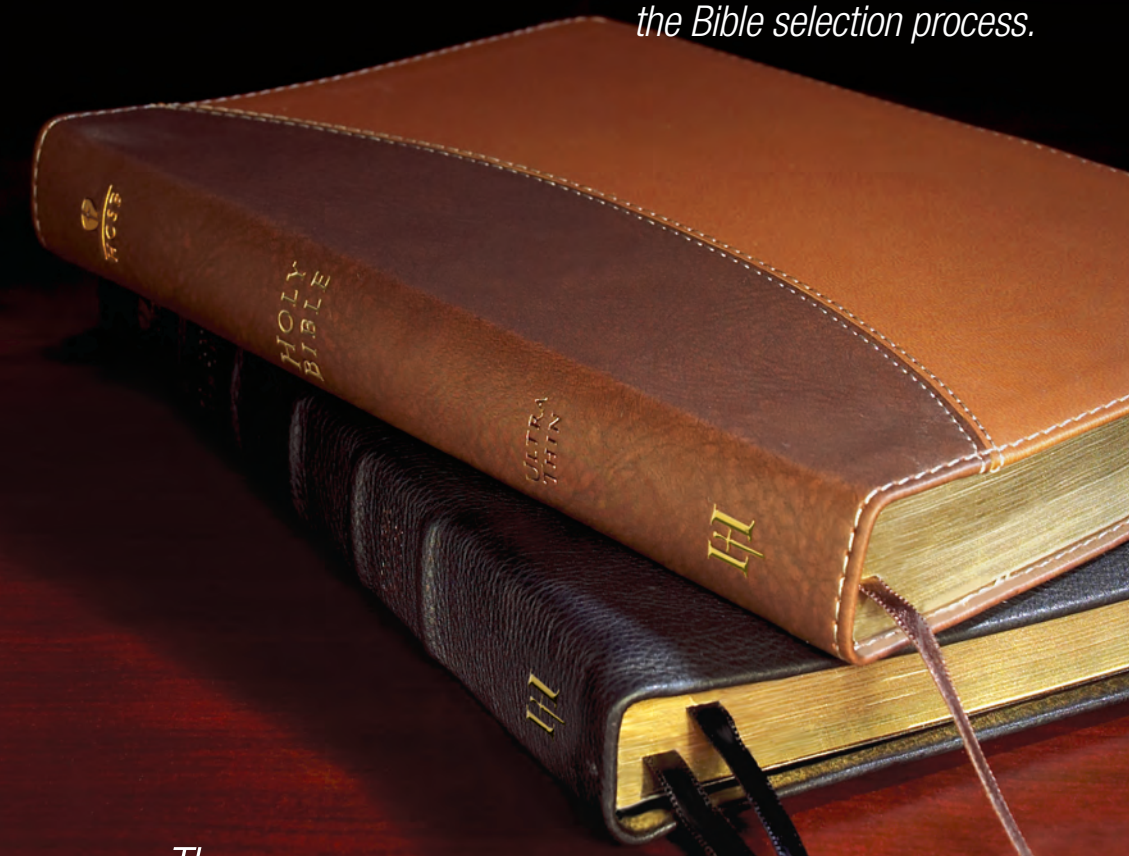


As God works through us ... We will help people and churches know Jesus Christ and seek His Kingdom by providing biblical resources that spiritually transform individuals and cultures.
LifeWay Mission Statement

FREE Guide — *Please take one.*

Your personal Bible Selection Guide

Whether you're looking for your first Bible, replacing an older one, or giving as a gift — this brochure will guide you through the Bible selection process.



The Bible PlaceSM



I'm looking for a Bible that can help me...



... get started.

I'm a new Christian, and I want to begin reading the Bible. Or, I just want the basics in a Bible.



... focus every day.

I want to start reading my Bible every day — it will help me start my day planted firmly in God's Word.



... learn more of God's Word.

I want to dig deeper and better understand the Scriptures. I want helps like charts, maps, and notes.



... share God's Word with others.

I want to give Bibles to those I meet on a mission trip or to someone who needs God's Word.

We're here to help.

Answer 3 simple questions to find your Bible.

- 1 How am I going to use my Bible?**
One of the above scenarios may describe you, but if not, ask yourself, *Am I going to use it for study or to take to church or for devotional reading?*
- 2 Which translation is best for my needs?**
If you don't know which translation you want, check out the verse comparison chart in this brochure. It will help you discover one you'll enjoy reading.
- 3 What combination of style and binding do I want?**
We have Bibles in a range of sizes, styles, bindings, and prices. Just compare them to find the one that is perfect for you and your needs.

2. Which translation is best for my needs?

We want choosing a translation to be as simple as possible. The chart below offers a comparison of two sample verses from some of the most popular translations and paraphrases we carry in our stores. Above all, our advice is this: pick the translation that is most readable to you and best suited to your personal needs. Within the Bible type sections the translations are identified on each shelf by color-coded strips that match the colors you see below.

Translation Name	◀ word for word						thought for thought ▶		Paraphrase
	NASB New American Standard Bible	ESV English Standard Version	KJV King James Version	NKJV New King James Version	HCSB® Holman Christian Standard Bible	NIV New International Version	GW God's Word Translation	NLT New Living Translation	The Message The Message Bible Paraphrase
Proverbs 3: 5-6	Trust in the LORD with all your heart and do not rely on your own understanding. In all your ways acknowledge Him, and He will make your paths straight.	Trust in the LORD with all your heart, and do not lean on your own understanding. In all your ways acknowledge him, and he will make straight your paths.	Trust in the LORD with all thine heart; and lean not unto thine own understanding. In all thy ways acknowledge him, and he shall direct thy paths.	Trust in the LORD with all your heart, and lean not on your own understanding; in all your ways acknowledge Him, and He shall direct your paths.	Trust in the LORD with all your heart and do not lean on your own understanding; think about Him in all your ways, and He will guide you on the right paths.	Trust in the LORD with all your heart and lean not on your own understanding; in all your ways acknowledge him, and he will make your paths straight.	Trust the LORD with all your heart, and do not rely on your own understanding. In all your ways acknowledge him, and he will make your paths smooth.	Trust in the LORD with all your heart; do not depend on your own understanding. Seek his will in all you do, and he will show you which path to take.	Trust God from the bottom of your heart; don't try to figure out everything on your own. Listen for God's voice in everything you do, everywhere you go; he's the one who will keep you on track.
Hebrews 4:16	Therefore let us draw near with confidence to the throne of grace, so that we may receive mercy and find grace to help in time of need.	Let us then with confidence draw near to the throne of grace, that we may receive mercy and find grace to help in time of need.	Let us therefore come boldly unto the throne of grace, that we may obtain mercy, and find grace to help in time of need.	Let us therefore come boldly to the throne of grace, that we may obtain mercy and find grace to help in time of need.	Therefore let us approach the throne of grace with boldness, so that we may receive mercy and find grace to help us at the proper time.	Let us then approach the throne of grace with confidence, so that we may receive the mercy and find grace to help us in our time of need.	So we can go confidently to the throne of God's kindness to receive mercy and find kindness, which will help us at the right time.	So let us come boldly to the throne of our gracious God. There we will receive his mercy, and we will find grace to help us when we need it most.	So let's walk right up to him and get what he is so ready to give. Take the mercy, accept the help.
Translation Philosophy	Word-for-word	Word-for-word; a literal update of the RSV (Revised Standard Version)	Word-for-word from the best manuscripts available at the time	Word-for-word; an update to the KJV	A bridge between word-for-word and thought-for-thought	Word-for-word and thought-for-thought	Thought-for-thought	Thought-for-thought	Paraphrase from the original text
Originally Published (yr)	1970	2001	1611	1982	2004	1978	1995	1996	2002

What are the differences between translations?

While God is the author of all Scripture, the human writers wrote in three languages. Because these languages don't translate perfectly into English, translators must decide whether they are seeking to convey the exact words or the central idea of the original text. The translation philosophies are often referred to as **word-for-word** or **thought-for-thought**. The translations on the chart below are arranged from more word-for-word to more thought-for-thought. However, placement on that spectrum doesn't necessarily represent a "better" approach.

Are there any translations for kids?

Yes, we carry translations that were specifically designed for children and other early readers — like someone learning the English language. The **New International Reader's Version (NIRV)** and the **International Children's Bible (ICB)** are the two "just-for-kids" translations you'll find in the Children's Bible section. Those aren't, however, the only translations you'll find in that section; children's Bibles are available in a range of translations like the **KJV, NKJV, HCSB®, NIV, and GW**.

3. What combination of style and binding do I want?

We offer Bibles in a variety of styles, colors, bindings, and prices. When making this choice, there's no substitute for handling the Bible yourself.



Basic Bindings (Includes paperback and hardback) are typically less expensive options. Both paperback and hardback Bibles are ideal if you're on a tight budget or giving multiple copies for evangelism.



Deluxe Bindings (Includes bonded leather and non-leather deluxe) offer you an upgraded feel over paperback and hardback.

- Bonded leather bindings** are created by bonding a mixture of leather fibers with other non-leather materials.
- Non-leather deluxe bindings** are available in a variety of colors and textures and may include stitching, embossing, and other unique elements. You may see the terms such as "Duo-Tone™," "TruTone®," "TuTone™," or "Leathersoft™" used to describe these bindings.



Premium Bindings (Includes genuine leather and calfskin) are the best bindings available. Genuine leather offers greater durability than bonded leather, and calfskin often has a very soft, supple feel.



You may want to consider Indexing
Some Bibles offer an "indexing" feature, a small tab notched into the page edge that helps quickly locate particular books of the Bible.

Easily locate any translation with the

Find-it-Fast

Color-Coded Shelf Identifiers.

Once you've decided which translation you want, you can find it quickly and easily within each section of Bibles by looking for the **Find-it-Fast color-coded signs** on the shelves. The colors on shelves correspond with the colors shown on the chart above, and where you see that color, you'll know the translation of the Bibles placed above.



If you're not completely satisfied with your Bible purchase, just bring it back for a refund or exchange. See store associate for details.

Have a question?
Just ask a store associate. We're here to help.

LifeWay
CHRISTIAN STORES
Biblical Solutions for Life

From Genesis to Revelation, the Bible shows that God wants a relationship with mankind.

A personal relationship with God is something simple enough for everyone to understand. Here are the ABC's of salvation. Please consider them. If you have not received Jesus by faith, consider doing so today.

- Admit you have sinned.**
"For all have sinned and fall short of the glory of God." (Romans 3:23 HCSB)
- Believe in Jesus.**
"For God loved the world in this way: He gave His One and Only Son, so that everyone who believes in Him will not perish but have eternal life." (John 3:16 HCSB)
- Confess and turn away from your sin.**
"If you confess with your mouth, 'Jesus is Lord,' and believe in your heart that God raised Him from the dead, you will be saved. One believes with the heart, resulting in righteousness, and one confesses with the mouth, resulting in salvation." (Romans 10:9-10 HCSB)

If you would like to talk to someone about accepting God's invitation to a relationship with Him, please ask one of our store associates. They would consider it an honor and a privilege.