

EDITOR'S PERSPECTIVE

Yvonne S. Smith
University of La Verne

This issue of the *JBIB* will make you think. Whatever your academic discipline, one of the articles published here will challenge your preconceptions and stimulate your mind.

Can consumer brands substitute for God? Do ancient Proverbs apply to a modern corporation—really? Which Biblical characteristics are highly prized by China's college students? What Biblical principles underlie retirement funding? This issue is an excellent example of the deep level of Biblical integration that characterizes the scholars who make up the Christian Business Faculty Association.

Possibly the most thought provoking article in this issue is by senior scholar, Dr. Richard C. Chewning. His paper "Augustine and Aquinas: Their Theological Progeny come Face to Face with 'Business as Mission'" has been characterized as a game changer for this association. We know you will read it with interest, particularly in light of recent discussions about Business as Mission. In order to present other perspectives, we have included responses to Dr. Chewning's paper.

If an article in this issue challenged you, let us know. If you have alternative thoughts, write a response. The channel is open—let the discussions continue.