

The man nobody knows: a discovery of the real jesus

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“ The Man Nobody Knows: a Discovery of the Real Jesus.” “ The Man Nobody Knows” is a historical tale portraying the biblical works of Jesus Christ as the “ founder of modern business.” In this article, the attributes of Jesus are clearly underlined to match those of a successful businessperson of the modern world. The preaching and life of Christ reflect the path of any successful executive. The story comes about due to a continued revolt in a young man’s mind about the works of Jesus; he feels that, although Jesus came to save the world, His life and missions relates to a journey of a successful businessman. “ Cultural Modernism” as a theme is manifested in this story as a philosophical movement aimed at transforming the traditional society into an industrialized society.

Although cultural modernism can be traced back to the nineteenth century in the Western Society, Jesus’ works are no short of the theme. During His era, Jesus organized and divided cultures distinctively through His executive authority. “ Having gathered together his organization there remained for Jesus the tremendous task of training it” (Barton, 1925). Further, during His era, religious beliefs were viewed as hindrances to cultural modernism. With His arrival, cultural modernism was depicted in the new ways of worshiping, economic activities and communication although “ His language was marvelously simple.” Mass society comprises mass culture, production and consumption. “ The Man Nobody Knows” weakened the traditional beliefs of the people about God.

Jesus amassed a large number of people through preaching and teachings about the proper ways of worshiping God. In His gatherings, thousands and thousands of people attended ready to submit to what He was teaching; that

they became so influential and everyone wanted to listen to him. The idea of advertisement is the main theme clearly explained as one of the channels Jesus used to promote mass society. The author describes His advertisement as, " first of all they are marvelously condensed as all good advertising must be." The method of expression and teaching created a long lasting memory of His teachings. The prayer Jesus taught His followers brings out the theme of mass society. A prayer that is synonymous in most worshippers.

Therefore, it is evident that, the modern business clearly reflects the ideas and teachings of Jesus. His advertisement skills, coherency of information, leadership skills, etc. reflect the story of a successful businessperson.

Work Cited

Barton, Bruce. The man nobody knows. Grosset & Dunlap, 1925. Pdf.