

New Purpose Driven Life E-Book Goes Multimedia

✖ Following the smashing success of its NIV e-book version, Zondervan is rolling out an “enhanced e-book” version of its all-time bestselling “The Purpose Driven Life” by Rick Warren.

Originally published in 2002, The Purpose Driven Life is the bestselling non-fiction book in history with more than 30 million copies sold worldwide. In the book, Warren takes readers on a 40-day spiritual journey to help them understand why they’re alive and God’s amazing plan for them both now and for eternity.

The Purpose Driven Life enhanced e-book features the book’s entire text, along with 42 brand new, three-minute embedded videos by Warren. Each of the 40 chapters of the book opens with a video offering insight into the chapter, as well as a video introduction and conclusion. The enhanced e-book also allows readers to take notes on their iPad or e-book reader.

“In the eight years since I wrote The Purpose Driven Life, I’ve received countless questions and feedback from readers worldwide. As a result, God has provided me with new insights and perspectives on the book that I wanted to share with those who have already read it as well as first time readers,” Warren says. “My hope is that readers will benefit from and find value in the new video content and that it will bring new understanding and awareness of God’s greater purpose for their lives.”

Zondervan is also introducing The Purpose Driven Life app, which includes the video content as well as providing users the ability to share content or personal thoughts and reflections on the book with others through social media

networks.