



Jesus Goes to McDonald's: Theology and Consumer Society

Luiz Alexandre Solano Rossi

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This book demonstrates that Latin American liberation theology continues to produce substantial biblical exegesis, absorbing theological reflection, and a sharp social critique that enhances the worldwide church. In *Jesus Goes to McDonald's*, Rossi asserts that the book of Job protests against the devastating effects of imperial Persian rule in postexilic Judah-effects seen as the stimulus for the theology of reward so severely criticized by Job. Not since Gustavo Gutiérrez's *On Job* has there been such a compelling reading of the book of Job as a literary mirror of oppressive socioeconomic and political conditions. Rossi uses Job to offer a critique of the prosperity theology that is so dominant in parts of the church today. The second half of the book offers a radical critique of "the McDonaldization" of society and church. Free market capitalism has become an all-embracing worldview to the detriment of society and church. As counter-speech, Rossi proposes a theology that favors life, a life in which solidarity with the poor is central.

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