

T H E W A Y N E H A S T I N G S
C O M P A N Y , L L C

TRANSLATION	UNIQUE SELLING PROPOSITION
<p>NAB New American Bible</p>	<p>The NAB is a Roman Catholic translation, published under the direction of Pope Pius XII. It seeks to produce translation accuracy that is faithful to the original meanings as possible, but also an English version that is both understandable and formal in American language. It includes the apocrypha/ deuterocanonical books (excluded by Judaism and many Protestant denominations).</p> <p>Key selling points:</p> <ul style="list-style-type: none"> • Roman Catholic (Papal approval) edition which includes the Apocrypha. • Accuracy. It is as literal possible to the original manuscripts • The literary style is formal. • Good for study.
<p>HCSB Holman Christian Standard Bible</p>	<p>Published by an agency of the Southern Baptist convention, the HCSB is a balanced translation (between accuracy and readability) that is best suited for Bible study. It made use of latest technology to convey original language meaning with familiar English words, speech patterns and grammar.</p> <p>Key selling points:</p> <ul style="list-style-type: none"> • Southern Baptist Convention project • Balanced (not as formal as the King James, not as dynamic as The New Living Translation) • Good Bible for Study
<p>NASB New American Standard Bible</p>	<p>The NASB adheres to the literal (as close to the original word renderings as possible without word or phrase confusion) philosophy of translation. It is accurate, precise and highly readable. It is an excellent Bible for study because of its preciseness to the order and wording of the original languages.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Accuracy. Literally accurate translation and easy to comprehend. • Excellent Bible for study

TRANSLATION USP CHART

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<p>KJV King James Version</p>	<p>First published in 1611 and yet periodically updated, the KJV is a formal translation retaining historical language that reflects an eloquence of style and speech not found in most contemporary translations. It is a keepsake and an important heritage for many.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Tradition • Price • Eloquent language. Many people just think it sounds more spiritual. • Keepsake/souvenir
<p>NKJV New King James Version</p>	<p>The NKJV retains the accuracy and stylistic beauty of the KJV in a completely new translation. It is ideal for study and teaching because of its faithfulness to interpreting the original languages.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Accuracy. Very literal translation to the original texts. • Modernized KJV (using the same original or source texts) • Excellent Bible for Study
<p>NRSV New Revised Standard Version</p>	<p>An update to the Revised Standard Version, the NRSV combines accuracy with clarity in its translation approach. It is the one of the most widely accepted translations with endorsements from Protestant, Catholic and Greek Orthodox churches. Some editions include both the standard Protestant canon and the Apocrypha (books that are traditionally used by Roman Catholic and Orthodox Christians).</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Widely accepted in mainline denominations • May include the Apocrypha • Reading and understanding (language more contemporary than some more literal translations)

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ESV English Standard Version	<p>The ESV attempts to be literal (capture the precise wording) to the original texts while maintaining clarity of expression and retaining classic theological terminology. It is ideally suited for in-depth Bible study.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Newer translation (methods and word meanings could be more accurate) • A good Bible for Study and teaching with online help and additional material. • Near “word-for-word” accuracy in contemporary language. More literal than the NIV, but more idiomatic than the NASB.
NLT New Living Translation	<p>From the tradition of best-selling <i>Living Bible</i> (a popular Bible paraphrase from the 1960s), the NLT is a modern language translation that seeks passage clarity over literal wording. It communicates the meaning, impact and context in understandable language. It is ideally suited for devotional and personal reading.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Good for reading and understanding • Modern language • In the tradition of the <i>Living Bible</i>
CEV Contemporary English Version	<p>The CEV is a simplified version of the Bible designed for children and adults who find reading difficult. Developed by the American Bible Society it attempts to put the Bible into simple words used in everyday speech. It shies away from religious jargon and terminology. The CEV is suited for personal reading or where text comparisons aid in understanding.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Simplifies Biblical terminology into more everyday words and phrases • Simple and easy-to-read translation of God's Scripture • Good choice for child's first full Bible

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<p>NCV New Century Version</p>	<p>The NCV takes a pure “meaning for meaning” approach to Scripture. It uses simple language to make the original message unmistakably clear while not compromising structure or context. NCV Bibles express God’s Word in everyday English making the Scriptures more readable and understandable. Best suited for devotional or personal reading, or better understanding other, more literal translations.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Simple to understand - words and short sentences (3rd grade reading level). • Excellent for “English as a second language” customers. • Simplicity without sacrificing accuracy • Excellent for personal and devotional reading
<p>MSG The Message</p>	<p>The Message is a contemporary rendering of the Bible from the original languages that presents Scripture in everyday English and common figures of speech. It is intentionally designed to be a reading Bible rather than a study Bible. The goal of The Message is to engage people in the reading process and help them easily understand what they read.</p> <p>Key Selling Points:</p> <ul style="list-style-type: none"> • Conversational writing style • Language is new, provocative, vivid and unusual to stir people to read and enjoy the Bible • The work of a respected pastor, author and scholar, Eugene Peterson

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<p data-bbox="250 275 503 352">AMP The Amplified Bible</p>	<p data-bbox="574 268 1414 485">The AMP is a translation that, by using synonyms and definitions, both explains and expands the meaning of words in the text by placing amplification in parentheses and brackets after key words or phrases. Through amplification, the reader gains a better understanding and meaning. It is ideal for both Bible study and devotional reading.</p> <p data-bbox="574 516 833 552">Key Selling Points:</p> <ul data-bbox="574 579 1393 804" style="list-style-type: none"><li data-bbox="574 579 1393 657">• Starts with solid literal translation and expands words in the Scripture for clearer meaning and understanding<li data-bbox="574 674 1393 709">• Helpful Bible for study and reference (better understanding).<li data-bbox="574 726 1393 804">• For anyone who loves to dig deep into the spiritual meaning and practicality of God's word using contemporary phrases and idioms.