

# THE CROSS by Rod Parsley ENDORSEMENTS



“Since the beginning of my professional career, I have drawn strength from the powerful preaching of Pastor Rod Parsley. In much the way I have had success with primarily one pitch, Pastor Parsley’s power comes in a passionate, single-minded focus on the person of Jesus Christ. That’s why I’m so excited about this book on the cross – the most compelling subject matter imaginable, related by one of the Church’s great communicators, is absolutely a championship combination.”

**Mariano Rivera**  
New York Yankees

“Few people have written so poignantly of the cross. Pastor Parsley’s book is a powerful account of history’s most important moment. It will move you profoundly.”

**Jerry Falwell Jr.**  
Chancellor & President, Liberty University

“An amazingly anointed book! Pastor Rod brings the cross back front and center, and reminds us of the pivotal role it should continue to play in the salvation of mankind. I was so touched as I read about what a beautiful, brutal, loving sacrifice was made there by the Lamb of God. You are bound to see the cross from a whole new perspective after you read this!”

**Jay DeMarcus**  
Rascal Flatts

“I’m so delighted that my friend Pastor Rod Parsley has written a book on the cross. Pastor Parsley has once again centered us on the most important message in all of God’s Word, and that is that Jesus died on a cross, was buried, resurrected, and that is our hope. I hope you’ll read the book.”

**Governor Mike Huckabee**  
Host, “Huckabee”

“There is far too little emphasis on the importance of the cross. Jesus paid a great price for the life and freedom we experience through that most powerful manifestation of God’s love. Without it, there is no redemption. I’m thankful that Rod Parsley has wisely sought to focus attention on the undeniable and essential power necessary for our redemption.”

**James Robison**  
Founder & President, LIFE Outreach Int’l; Co-host, “LIFE Today” Television

“There are few voices that can be heard clearly through the postmodern clamor that characterizes our present age. Pastor Rod Parsley sounds a clear and constant call for a return to the discarded values of the past in his book ‘The Cross’. Faint hearts will be emboldened and weak knees will be strengthened for all those who dare to take this journey to Golgotha with him.”

**Dr. M. G. “Pat” Robertson**  
Founder & Chairman, The Christian Broadcasting Network

“This could have been ‘Rediscovering the Power of the Gospel’! Every believer must read this explosive new book by Rod Parsley, especially preachers. First Corinthians 1:18--Jesus Is Lord.”

**Kenneth Copeland**  
Kenneth Copeland Ministries

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“Jesus displayed His divine glory throughout His life. He preached the truth, healed the sick, raised the dead and embodied His Father’s power in the resurrection. However, no picture of His life is complete without the cross. When Jesus allowed Himself to be broken, bloodied and lifted up on the cross, He gave us the greatest example of God’s glory and love. The cross truly changed everything. Pastor Rod’s powerful insights into Jesus’ incredible sacrifice will forever convince you of God’s passionate love for you.”

**Robert Morris**

**Founding Senior Pastor, Gateway Church**

“There is no gospel, no spiritual growth and no victory without the cross of Jesus Christ. Why? These questions and more are what Rod Parsley answers as he properly reminds us that the cross is to be central to Christianity and our lives. Get your copy today!”

**Jentezen Franklin**

**Sr. Pastor, Free Chapel**

“In his book ‘The Cross,’ Pastor Rod Parsley reaffirms our journey. You will be inspired by the truth he shares about the victory, joy and hope we have in the cross.”

**Jay Sekulow**

**Chief Counsel, American Center for Law & Justice**

“There is certainly no shortage of opinions on the importance of the Gospel. Those who take issue with the exclusivity of the Gospel found in John 14:6 have been working overtime to downplay the true meaning of the cross of Jesus Christ. In this book, however, Rod Parsley once again reminds us all of why the cross is so vitally important to both believers and unbelievers. For it is Christ’s substitutionary death upon the cross and His miraculous resurrection that provide the greatest gift ever given to mankind: salvation. Take time to read this book and be encouraged over its truths. However, let this book also be a challenge to you to share these truths with the world. For Christ and Christ alone is the only hope for mankind.”

**Jonathan Falwell**

**Pastor, Thomas Road Baptist Church**

“God has chosen to save the world through the cross. No route to redemption can detour around the suffering of deity. It is indispensable in the eternal plan of God. Rod Parsley in ‘The Cross’ reveals the cross, its purpose, and its passion in language that rises to poetic heights and reaches theological depths. To Christians who—like Christ—live in a culture unready to hear His message, Parsley mounts challenges to cherish the cross, understand its power and live out its truth.”

**Mark Williams, D.D.**

**Presiding Bishop/General Overseer, Church of God**

“Jesus’ words say it all: ‘And I, if I be lifted up from the earth, I will draw all men to me’ (John 12:32). The cross was His focus in that prophecy. Rod Parsley’s ‘The Cross’ secures that truth and the central message of all the Scriptures. It’s all about redemption – and Jesus paid for it all. Now He calls us to follow His leading along the pathway of life in the light of Calvary. Thanks, Rod, for the renewal of a focus we dare not lose.”

**Jack W. Hayford**

**Chancellor, The King’s University**

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"I'm extremely happy for the new book that Pastor Parsley has written about the cross! As a follower of Christ, the cross is an essential ingredient to my faith & it seems like we can easily overlook or forget its importance in our relationship with Jesus. In this book Pastor Parsley opens our eyes to some very important truths that we have likely neglected, challenging us to come back to our roots at the foot of the cross. Enjoy, be challenged and transformed!"

**Sarah Hickey Bowling**

**Co-host "Today with Marilyn & Sarah"**

"Pastor Rod Parsley offers a creative and compelling case for the victory of Christ and the mystery of the cross in his latest book, 'The Cross'. He provides his readers with an authoritative open window into the power, glory and magnificence of the cross of Christ with theological precision, pastoral wisdom and rhetorical gifts from a pastor's heart and experience."

**Marcus D. Lamb**

**Founder & CEO, Daystar Television Network**

"The message of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God.' This declaration by the apostle Paul is captured, expanded and shared in beautiful, moving word pictures by Rod Parsley in 'The Cross'. To the world the cross is a symbol of shame; to believers it is the symbol of salvation. What the world calls foolishness, we call grace. Nothing is more central to our faith than the cross, and nowhere is that message made clearer than in this book. I commend it to your prayerful reading and I urge you to take it to heart."

**Dr. T.L. Lowery**

**Executive Director, T.L. Lowery Global Foundation**

"Pastor Rod Parsley's impact as an author rivals his effectiveness as a communicator by means of television. In his book 'The Cross,' he sets a new standard with a comprehensive treatment of the necessity of the message of the cross of Christ to be restored in our pulpits, churches, homes and hearts."

**Dr. Paul F. Crouch, Sr.**

**President, Trinity Broadcasting Network**

"I rejoice in being able to recommend Pastor Rod Parsley's most recent book, that leads to discovering the true power of the cross of Jesus. Undoubtedly, it is an essential message that the Church – and the entire world – must know. Pastor Parsley is a man of God called to impact the world with the authentic message of the cross, which is Christ, who was crucified and resurrected, as well as the supernatural power and love of God."

**Guillermo Maldonado,**

**Sr. Pastor, King Jesus International Ministry**

"The most powerful weapon in the universe is the blood of Christ and the message of the cross, which destroys Satan's most herculean weapon – death. Satan knows that if he can eliminate the cross, his plans to destroy God's plan of redemption can continue. Pastor Rod Parsley's timely revelation brings to light the significance of the cross and how Satan has weakened and warped the power of the Gospel through handicapping the message of the cross. In the battle of the ages, Pastor Parsley's volume brings to light the power of the cross that every believer must understand and utilize in overcoming the enemy's daily challenges of Christian living."

**Dr. Dennis Lindsay**

**President & CEO, Christ For The Nations**

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“Rod Parsley’s new book on the cross is a 21st century classic. In this day of bloodless, powerless Christianity...this book explodes on the scene with devil-defeating power. Theologically sound and passionately written, the message of this book convicts, inspires and calls all to a fresh commitment to the Christ of the cross. Rod Parsley has given us his best and brings the treasures of past biblical giants and their revelation on the cross. I loved it, wept and shouted all the way through it, and could not put it down. This is a must-have for every Christian. Preachers will find rich resources for preaching, as well. Thank you, Pastor, for calling us to the cross...may we draw near with all our hearts.”

**Dr. Ron Phillips**

**Sr. Pastor, Abba’s House**

“Reading this book, one can’t help but to look to the cross and fall in love with Jesus all over again!”

**Dr. Medina Pullings**

**Pastor, United Nations Church International**

“I have said for years that Pastor Parsley has been one of God’s major voices, being used in a bold, yet fresh way to call America and the world back to the cross. Once again, it’s no surprise that he rekindles our love, our passion and our commitment to Jesus Christ by defining God’s most incredible act of love...sending His son to be the ultimate sacrifice for our sins. As you read this book, allow God to take you back to your first love.”

**Ron Carpenter**

**Sr. Pastor, Redemption World Outreach Center**

“I am grateful but not surprised that God has stirred the heart and raised the voice of one of His clear apostolic and prophetic voices – Pastor Rod Parsley – in his latest book, ‘The Cross,’ to once again challenge us to ‘repair the breach’ through embracing the central message of our great salvation. I encourage every believer, but moreover every preacher of the gospel, regardless of denomination or ethnic persuasion, to get and read this book. I am firmly convinced that you hold in your hand a seed of ‘the awakening’ for which we are all believing.”

**Clarence E. McClendon, Ph.D., D.D.**

**Founder, Clarence E. McClendon Ministries**

“The cross slams the door on doubt. Nothing is vague. It is clear. The only way from earth to heaven is through the cross of Jesus Christ. Pastor Parsley’s new book, ‘The Cross,’ is a must-read for one and all.

**Dwight Thompson**

**Dwight Thompson Ministries**

“In a day where the moral fabric of society is being ripped apart, God has yet again used my friend, Rod Parsley, as a prophetic voice of reason to call a nation back to its first love. In his new book, ‘The Cross,’ Parsley accurately and articulately lays out the beauty and glory of the cross of Jesus in a fresh and relevant way. If you are dull in your spirit, if apathy and complacency are knocking at your door, then let this book call you back to the fiery words of Jesus, the author and finisher of our faith: ‘Take up your cross and follow Me.’ It is with great joy that I recommend this book to you!”

**Rick Pino**

**President, Fire Rain Ministries**

# THE CROSS by Rod Parsley ENDORSEMENTS



“Why did Jesus Christ die on the cross? What caused the Son of Man to do the unthinkable – to give His life as a substitute for each of us? My dear friend, Rod Parsley, has written a powerful book that proclaims, as the apostle Paul wrote, ‘I determined not to know anything among you, save Jesus Christ, and him crucified’ (1 Corinthians 2:2). Through each chapter, Rod reminds us that the blood of Jesus Christ is the heart of the Gospel. Thank you, my precious brother Rod, for showing us once again the eternal importance of ‘The Cross!’”

**Benny Hinn**

**Benny Hinn Ministries**

“There are many discarded values that the church has lost through the years. And when we as the church lose them, it not only affects us as the body of Christ, but also robs the lives of the people in our paths that have no knowledge of them. The cross is one of these values, but even in a time when the Pentecostal Correct have pushed the cross into our people-pleasing closets, there is a man still shouldering the responsibility that God gave each believer to share. I don’t know anyone that carries the anointing to preach and teach the cross like Pastor Rod Parsley. This new book might sound like it’s taking us back in time – but in reality it is taking us forward to a freedom that lasts forever. Don’t live another day without this book. It is leading us back to the future where it all began - THE CROSS.”

**Clint Brown**

**Sr. Pastor, Faith World**

“The tone and texture of this book is unflinchingly unapologetic, straightforward, hard hitting, yet reassuringly optimistic and warm. The tension created between the rugged cross, contrasted with the tenderness of the Christ whose love for humanity constrained Him to die for those who condemned Him to such a shameful death is riveting. The urgency of the message is compelling. The treatment of the topic is provocative. The impact of the book is convicting. Every chapter is pregnant with revelation. Intellectually ingenious, scripturally accurate and profoundly written is how I describe this book. I could not put ‘The Cross’ down. If there was one book that I would highly recommend, it would unequivocally be this one.”

**Dr. N. Cindy Trimm**

**President, Trimm International**

“The Holy Spirit has come to this earth to testify of Jesus. The moment I started reading this book, the witness of the Spirit was so intense I could not put the book down! What an incredible masterpiece of the grace and love of God.”

**Tommy Bates**

**Sr. Pastor, Community Family Church**

“The Cross’ is a must read for every Christian. In a generation so focused on self-gratification, the message of the cross has become watered-down, outdated and even interpreted as false. However, without this crucial piece, our ‘Christianity’ would be in vain. Many have tried to remove the cross, but no one can ever remove its power!”

**Darlene Bishop**

**Sr. Pastor, Solid Rock Church**

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“In the book ‘The Cross,’ Pastor Rod Parsley displays again why he is one of the clearest and most dynamic voices in the Church today. From his roots in eastern Kentucky and central Ohio, to a worldwide platform, he sounds the clarion call to put Jesus first and to center on the cross of Christ to draw all people to salvation. This is an engaging, easy-to-read yet hard-to-forget volume that is much needed in the 21st Century Church. We are pleased to recommend it to you and happy to call Pastor Rod our friend!”

**Dr. Steve & Kellie Swisher**

**Sr. Executives, Kenneth Copeland Ministries**

## FOREWORD

Every good parent tries to monitor any of their teenager’s habits that could lead to addiction. But since it was a Pentecostal preacher from Columbus, Ohio, that their kid was addicted to, what were my parents to do?

I was 17 years old when I bought the cassette album that would become my soundtrack as a young aspiring preacher. It was called “The 25 Greatest Messages of Pastor Rod Parsley” – and from the first message I heard, I was hooked.

I lugged that big plastic binder full of tapes around with me everywhere I went.

(If you’re unsure what tapes are, stop reading immediately and ask your parents for an intervention.)

I would make everybody I knew listen to my favorite parts, over and over again, and I would preach along with the lines I had memorized.

“We need to reach one hand into the gutter, and the other into glory, and bring the two together in a cataclysmic explosion...”

Stuff like that.

My friends would ask me, “Why do you make us listen to this guy all the time?”

And there were lots of reasons, really, why I loved Pastor Parsley’s preaching.

He preached with a passion that even the most aggressive punk rock bands I listened to before I became a Christian couldn’t rival.

And the atmosphere in his services was so electric, the mosh pits I used to love seemed like funeral processions by comparison.

He also had a cadence and flow that, to me, sounded more soulful than Jay-Z or any other rapper on MTV at the time.

I mean, not just anyone can pull off the phrase cataclysmic explosion in a sentence. You try it.

But looking back, I can see that the greatest reason his ministry moved me was because he was so completely unashamed of the Gospel of Jesus. He lifted up – as he liked to call it – “the blood stained banner of the Lord Jesus Christ” – with a resolve that was sincere and searing.

That’s what makes the message of Pastor Rod Parsley uniquely powerful. He is a living demonstration of ...the Spirit’s power because of his determination to glory in the Cross of Christ – without apology and without compromise.

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This message of The Cross has never been more urgent. And Pastor Rod Parsley is the perfect man to bring the message to us – with his contagious passion, supernatural energy and unfiltered devotion to the Gospel.

You're holding a book written by a man who knows the power of the cross of Christ, both from places of deep personal pain and remarkable triumph and blessing.

And it's the same message he's been declaring, powerfully and faithfully, for decades.

My prayer is that God will use it to ignite the same kind of Cross-fueled fire in you that He used those cassette tapes to ignite in me.

Recently I had the media team at my church transfer all those old tapes onto 25 CDs. Now that CD players are becoming less accessible, I'm sure I'll have them put the sermons on my iPhone soon. And when my iPhone is obsolete, you'd better believe I'll get them in another format, so I'll always have a way to play them. It won't be long before I'll be making my own kids listen to them too. I want them to hear what real preaching sounds like.

Because the message of the Cross is the hope of every generation. And Pastor Rod Parsley is a man with the boldness, wisdom, and anointing to make it real and relatable in this generation, in every situation, and in every life.

But be forewarned. Exposure to PRP may be habit-forming, highly addictive, and life altering.

**Steven Furtick**

**Lead Pastor, Elevation Church, and Author of the New York Times best-seller "Greater"**

## AFTERWORD

"This was a book of amen and ouch. Rod Parsley hit the nail on the head and sometimes on the finger. There were people who rejoiced reading it and others who were upset. But the cross of Christ is the heart of the Gospel. All our teaching must relate to that like all the spokes and rims and tires of a wheel relate to the axis. Jesus is the center, the pivot. Everything else will fit into place around Jesus.

Indeed, the entire Word of God revolves around Him. If Christ is not the hub, the wheel will wobble and break. People say that we Christians are eccentric. An eccentric object wobbles around a point that is off-center. But that is what the Bible calls 'the world.'

It is not believers, evangelists, witnesses or Christians who are eccentric, but the world. The world wobbles as it revolves around itself, but the believer is centered on God. When people in the Church talk about 'making the gospel relevant,' they usually mean that we need to show that the Gospel has something in common with the world of industry, entertainment and commerce. They have things back to front. The question is not whether the message can be related to this world, but whether the world is willing to relate to the message of the Cross.

Relevance is a matter of position and focus. This is another great book from my friend, Rod Parsley. I highly recommend it."

**Reinhard Bonnke, D.D**

**President, Christ for the Nations**