

Software company expands its market into Catholicism

Dan Morris-Young | Apr. 3, 2012 NCR Today

Following up on the [recent blog entry about the world's largest Scripture software company located in Bellingham, Wash.](#) [1]:

Yes, Logos Bible Software has a soft spot in its revenue stream for Catholics, as well. If you keyboard "Catholic" into its search function, you will be offered three dozen pages -- of 15 to 17 offerings each -- of Catholic-related digital products.

These range from a "Catholic Foundations Library" for \$249.95 to the Lectionary for \$4.95. According to the Logos website overview of the former, it contains "Over 150 resources worth \$2,790.00 in print."

Those resources range "from the Catechism of the Catholic Church, to the writings of St. Augustine, to the documents of Vatican II," the company states.

The Logos inventory also includes some products Catholics might find hair-raising, such as *The Modern Babylon* by Frances Swaggart (2006), which will, its review claims, "open your eyes to the many things, but above all, the deception of the Roman Catholic system which has led so many astray."

Andrew Jones, the Catholic product manager at Logos, told *NCR* the rapidly growing firm's "Catholic customer base is increasing very quickly."

"We don't keep track of sales by denomination, though some users fill out their denomination on their account profiles," said Jones, a member of Bellingham's Assumption Parish. "Generally, our customer base is predominantly Evangelical. Our first Catholic libraries were only released this past November, so it is a new market for us."

Other Catholic offerings include the The New American Bible (\$10), St. Thomas Aquinas' 22-volume *Summa Theologica* (reduced to \$199.95 from \$249.95) and the *Collegeville Catholic Reference Library* (now \$75, down from \$149.95).

Source URL (retrieved on 07/27/2017 - 15:40): <https://www.ncronline.org/blogs/ncr-today/software-company-expands-its-market-catholicism>

Links:

[1] <http://ncronline.org/node/29579>