

From the Handbook of Business, the Bible

40: The love of many will grow cold

Today's message may be a bit challenging; but I sense it's needed as a way of explaining the wholesale mess our society and the marketplace has become and the opportunity it presents.

Every word Jesus spoke is true, profound and life-changing. In **Matthew 24:12**, He prophesied of the last days, that we are now in, "*lawlessness will abound, the love of many will grow cold*" **HERE-**

- * **Lawlessness** is sin against God
- * **Love** is unconditional & selfless
- * **Abound** means it's everywhere
- * **Cold** love is actually, hate or anti-love

Of course, **Matthew 24** refers to the tribulation period that precedes His second coming; but the lovelessness won't just start then, it's always been here but is getting worse; we see hate rising, anger, violence & crimes against people, tribal behaviour (left-right, rich-poor), wars, love of \$, etc.

How can we understand further and apply what Jesus said?

Unconditional love is not a natural human trait because it comes from God (1 John 2:15) flowing into & through believers-only as the primary fruit of the Spirit (Galatians 5:22-23).

- * Unconditional love focuses first on God then on others, not self

Without the Spirit, a person can only love the way of the world loves; always conditional; that is, *I'll love you if there's something in it for me* - one's whole life focus is on self

Interesting, Jesus saw lovelessness as an emerging issue in the lives of His disciples and gave them a new commandment to "*love one another as I have loved you*" - **John 13:34**

The bottom line: Anyone living and doing business the world's way (that is with conditional love) is part of the end times 'growing cold' problem! And hear my heart, it doesn't mean they are not nice people, affectionate, kind & generous...but they are missing a crucial element of a Godly life!

And isn't this the opportunity for Christians in business?

Exactly! Remember, our definition of marketing is, **communicating love**. Living by this standard should make us leaders in the marketplace with the No 1 business...

It was Henry David Thoreau who said, *The mass of men, lead lives of quiet desperation:*

- * Think about that when you're interacting with customers; loving unconditionally could impact the people Thoreau is referring to
- * I've heard that people always respond to love and that it can unlock even the coldest heart.

Jesus provides the antidote to overcome lovelessness or the world's conditional love:

In **Matthew 22:37-39**...first to "*love the Lord thy God*; and then "*to love thy neighbour as thyself*"

- * In both cases, Jesus is referring to unconditional or selfless love; of course, there's nothing wrong with the other forms of love (friendship, to be fond of or delight in others)
- * But it's selfless love that will take your life, business & destiny to a whole new level - Jesus loved this way & expects us to also...and the good news, people/customers **will** respond.

And in doing so, there is another benefit: it will bring joy & peace into your own soul, praise God.