

TABLE OF CONTENTS

3	Acknowledgments
5	Introduction
19	CHAPTER 1 — IMAGE AND PRAYER
53	CHAPTER 2 — IMAGE AND MENTAL PILGRIMAGE
85	CHAPTER 3 — IMAGE AND PATRONAGE
117	CHAPTER 4 — IMAGE AND ADVERTISEMENT
141	CHAPTER 5 — IMAGE AND PROMOTION
165	Conclusion
171	Bibliography
187	Photo Credits
189	Index