

**NEWS  
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## **New Ralph D. Winter Biography Highlights Lasting Impact of Sometimes Controversial World-Changer**

**Pasadena, Calif., December 2012**—Legendary American missionary strategist Ralph D. Winter always provoked strong reactions, one way or another. The U.S. Center for World Mission and William Carey Library are bringing us an important biography, *The Ralph D. Winter Story: How One Man Dared to Shake Up World Missions*, by renowned author Harold Fickett. This long overdue book captures both the genius and the controversy of a self-described “social engineer,” named by *Time* magazine as one of the 25 Most Influential Evangelicals in America.

Winter (1924-2009), who revolutionized our understanding of the missionary task and championed a truly innovative approach to training global church leaders, had plenty of influential fans.

- Billy Graham wrote, “Ralph Winter has not only helped promote evangelism among many mission boards around the world, but by his research, training and publishing he has accelerated world evangelization.”
- Missionary statesman Ray Tallman described him as “perhaps the most influential person in missions of the last 50 years.”

However, some who worked most closely with Winter didn’t always see him that way.

- A mission administrator said: “A great deal could be written about his transient ideas and schemes, many of them impracticable and not founded upon careful planning.”
- Said another missionary colleague, frustrated by the constant questions and tinkering of Ralph Winter and his wife, Roberta: “One of the two of us will have to leave.”

Both views of Winter, who founded both the U.S. Center for World Mission and William Carey Library, were true at different points in his long and productive life ... and *The Ralph D. Winter Story* reveals how both worked together to shape the man who came up with innovative solutions to problems missionaries face in expanding the kingdom of God.

The book also shows how Winter grappled with the theological meaning of the bone-marrow cancer that eventually killed both Roberta and himself. His tentative answers on “evil intelligent design” provoked new ways of thinking, fresh controversy, and a unique initiative—the Roberta Winter Institute, which focuses on the wide open field of disease eradication for the glory of God.

*The Ralph D. Winter Story: How One Man Dared to Shake Up World Missions*, published by William Carey Library, provides an outstanding look at the life, ministry, and continuing influence of one of the true giants of the evangelical missionary movement, and indeed of contemporary evangelical faith.

Based in Pasadena near the campus of the U.S. Center for World Mission, **William Carey Library** publishes and distributes books and other materials used to mobilize individuals and organizations in world mission. Founded in 1969 to publish, at reasonable cost, the best in current thinking on world mission, William Carey Library has especially sought to assist the work of the mission executive, the field missionary and his/her home church, and the student of world mission. In publishing, William Carey Library has specialized in short print runs of valuable books that other publishers might not find attractive or feasible. In distribution, William Carey Library has sought to distribute at low cost not only its own books, but also selected mission resources from other publishers.

Founded in 1976, the **U.S. Center for World Mission** (USCWM) has sought to foster cooperation between organizations focused on the world's unreached peoples. Not only is William Carey Library a cooperating agency at the USCWM, but for many years William Carey Library and the USCWM have enjoyed a management partnership in which William Carey Library has published or distributed many of the key resources the USCWM has promoted.

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***The Ralph D. Winter Story***

*How One Man Dared to Shake Up World Missions*

Harold Fickett

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