

NR NOVA RELIGIO

The Journal of Alternative and Emergent Religions

Co-General Editors

Eugene V. Gallagher
Connecticut College

Joel E. Tishken
Washington State University

Catherine Wessinger
Loyola University New Orleans

Executive Advisory Committee

W. Michael Ashcraft, Reviews Editor
Truman State University

Eileen Barker
London School of Economics

Douglas E. Cowan
*Reison University College, University
of Waterloo*

Phillip C. Lucas
Stetson University

Timothy Miller
University of Kansas, Lawrence

Rebecca Moore
San Diego State University

Thomas Robbins
Rochester, Minnesota

Editorial Assistants

John Bozeman, Conference Updates Editor

Deborah Halter

Board of Editorial Consultants

Yaakov Ariel
University of North Carolina at Chapel Hill

David G. Bromley
Virginia Commonwealth University

Edward E. Curtis IV
*Indiana University-Purdue University
Indianapolis*

Marie Dallam
University of Oklahoma

Lorne L. Dawson
University of Waterloo

Benjamin Dorman
Nanzan Institute for Religion and Culture

Robert S. Ellwood
University of Southern California

Gareth Fisher
Syracuse University

Rosalind I. J. Hackett
University of Tennessee, Knoxville

Andreas Heuser
Universität Basel

Lynne Hume
University of Queensland

Massimo Introvigne
*Center for the Study of New
Religions, Torino*

Andrea R. Jain
*Indiana University-Purdue University
Indianapolis*

Jeffrey Kaplan
University of Wisconsin, Oshkosh

Jeff Kenney
DePauw University

Scott Lowe
University of Wisconsin, Eau Claire

David Machacek
Ventura, California

Jean-François Mayer
ReligioScope, Fribourg, Switzerland

J. Gordon Melton
*Institute for Studies of Religion, Baylor
University*

Joanne Pearson
University of Winchester

Ian Reader
University of Manchester

James T. Richardson
University of Nevada, Reno

Mark Sedgwick
Aarhus University

Stephen Selka
Indiana University, Bloomington

Jon R. Stone
California State University, Long Beach

Hugh Urban
Ohio State University

Laura L. Vance
Warren Wilson College

Stuart A. Wright
Lamar University

Benjamin E. Zeller
Brevard College

Nova Religio: The Journal of Alternative and Emergent Religions (ISSN 1092-6690, e-ISSN 1541-8480) is published four times a year (*February, May, August, November*) by University of California Press, Journals and Digital Publishing, 2000 Center Street, Suite 303, Berkeley, CA 94704-1123. POSTMASTER: Send address changes to *Nova Religio*, University of California Press, Journals and Digital Publishing, 2000 Center Street, Suite 303, Berkeley, CA 94704-1223. E-mail: customerservice@ucpressjournals.com.

See www.ucpressjournals.com for single issue and subscription orders, and claims information. Domestic claims for nonreceipt of issues should be made within 90 days of the mail date; overseas claims within 180 days. Mail dates can be checked at: <http://www.ucpressjournals.com>. UC Press does not begin accepting claims for an issue until thirty (30) days after the mail date. Out-of-print issues and volumes are available from Periodicals Service Company, 11 Main Street, Germantown, NY 12526-5635, phone: 518-537-4700, fax: 518-537-5899, <http://www.periodicals.com>.

Inquiries about advertising can be sent to adsales@ucpressjournals.com. For complete abstracting and indexing coverage for the journal, please visit <http://www.ucpressjournals.com>. All other inquiries can be directed to customerservice@ucpressjournals.com.

For Manuscript Submission Guidelines, please visit <http://www.novareligio.org>.

Materials for Review and any correspondence related to reviews of books or other media should be sent to the Reviews Editor, W. Michael Ashcraft, Department of Philosophy and Religion, Truman State University, MC 230, Kirksville, Missouri 63501, U.S. Email: washcraf@truman.edu

Copying and permissions notice: Authorization to copy article content beyond fair use (as specified in Sections 107 and 108 of the U.S. Copyright Law) for internal or personal use, or the internal or personal use of specific clients, is granted by The Regents of the University of California for libraries and other users, provided that they are registered with and pay the specified fee through the Copyright Clearance Center (CCC), www.copyright.com. To reach the CCC's Customer Service Department, phone 978-750-8400 or write to info@copyright.com. For permission to distribute electronically, republish, resell, or repurpose material, and to purchase article offprints, use the CCC's Rightslink service, available on JSTOR at <http://www.jstor.org/r/ucal>. Submit all other permissions and licensing inquiries through University of California Press's Rights and Permissions website, www.ucpressjournals.com/reprintInfo.asp, or via e-mail: journalspermissions@ucpress.edu.

Printed by *The Sheridan Press* on Forest Stewardship Council™-certified paper.

© 2012 *The Regents of the University of California*. All rights reserved.



UNIVERSITY OF CALIFORNIA PRESS
JOURNALS + DIGITAL PUBLISHING