

Explora Books Showcases Jonathan L. McCune's 'Who Is This Christ?' at BIBF 2026

Explora Books presented *Who Is This Christ?* by Jonathan L. McCune at the 32nd Beijing International Book Fair (BIBF), held June 17–21, 2026, at the China National Convention Center (CNCC) in Beijing.



Vancouver, British Columbia Jul 29, 2026 ([Issuewire.com](http://www.Issuewire.com)) - Featured as part of Explora Books' international exhibition, the book introduced international audiences to McCune's exploration of the identity of Jesus Christ through scripture and theological study. Commemorating both the 40th

anniversary and the 32nd edition, BIBF hosted 1,700 exhibitors from 82 countries and regions, upholding its position as a leading Asian venue for global publishing, copyright trade, and cultural interaction. Alongside conversations surrounding digital publishing, intellectual property, and changing reading landscapes, the event also created space for nonfiction examining questions of belief, history, and human experience.

Within that setting, *Who Is This Christ?* contributed a theological perspective shaped by McCune's decades of ministry experience in India, Scotland, and the Marshall Islands. The book approaches its central question—who Jesus Christ is—not through denominational tradition but through a structured examination of biblical texts and their theological implications.

Organized into three sections, the book first addresses the nature and existence of God, then examines how Jesus is represented and understood through connections between Old Testament prophecy and New Testament fulfillment, and concludes with a discussion of the Holy Ghost and the doctrine of the New Birth, including repentance and baptism as practiced in the Early Church.

A defining feature of McCune's approach is his emphasis on returning directly to scripture. The book encourages readers to consider foundational passages such as the *Shema* alongside New Testament teachings that inform Christian understandings of Christ. Rather than presenting conclusions as assumptions, McCune guides readers through theological questions concerning the relationship between Christ's humanity and divinity and how early Christian writers interpreted and expressed those ideas.

The project also carries a personal historical connection. McCune dedicates the book to his parents, Rev. Henry and Gladys McCune, who served as missionaries in China during the early twentieth century before continuing their ministry in Japan and Hong Kong. Their years of language study, church work, and service under difficult wartime conditions form part of the family history that shaped the author's perspective.

Presented in Beijing, the book's exhibition carried an added dimension through that historical connection. While rooted in Christian theology, *Who Is This Christ?* reflects a broader interest in questions of meaning, identity, and belief that continue to resonate across cultures and generations.

Throughout the five-day fair, Explora Books showcased the title alongside other works in its international catalog, connecting international readers with perspectives shaped by faith, history, and lived experience.

[*Who Is This Christ?*](#) is available through Amazon and other major digital bookstores.

About Explora Books

Explora Books is a book marketing firm located in the heart of Vancouver, British Columbia, Canada. The company specializes in self-publishing and marketing, taking pride in its exhaustive research and creative strategies that provide wider avenues for aspiring authors to gain recognition for their works. Explora Books aims to guide authors through the complexities of self-publishing, offering convenient solutions to navigate this process. The firm fosters and redefines creativity and innovation, setting new industry standards. Explora Books is dedicated to empowering authors globally.



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