



ENDORSEMENTS



The Call to Contextualize *Communicating the Gospel So Different Audiences Can Hear*

September 8, 2026 | \$21.99, 216 pages, paperback | 978-1-5140-1600-8

Drawing on insights from twenty-three years of effective ministry, pastor Jae Hoon Lee uses biblical examples, theological principles, and practical case studies to present an incarnational model for evangelism called accommodation evangelism that adapts the gospel message and methods to the audience's needs and cultural context while preserving the gospel's integrity.

Audience-Oriented Evangelism

“Not only are there myriad ways in which that good news can be communicated, there are also as many ways of hearing and responding to it as there are ways of being human in the kaleidoscope of cultures and contexts. Jae Hoon Lee convincingly calls us to take that fact more seriously, with strong biblical validation and a range of creative and fruitful examples of audience-focused evangelistic initiatives.”

—**Chris Wright**, global ambassador for Langham Partnership, author of *The Mission of God*

“Lee does not simply rehash what is old; he adapts contextualization for the modern world with his unique brand of accommodation evangelism. Missionaries and missiologists would do well to heed this as a way forward.”

—**Allen Yeh**, author of *Polycentric Missiology*

“Lee’s book reminds us of the relational, personal love of Christ, and it offers tools for evangelism shaped by this pattern and rooted in the unchanging truth of the gospel. I look forward to the church across the globe answering the call to partner with the Spirit that Lee has laid before us in this text.”

—**Barry H. Corey**, president of Biola University

“Anchored in solid biblical, theological, and missiological foundations, this book describes an audience-oriented, contextually sensitive kind of evangelism that puts people over programs. What distinguishes this book from many others is its inclusion of numerous practical examples of evangelism tailored to specific groups of people.”

—**Dean Fleming**, author of *Contextualization in the New Testament*



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Creatively Communicating the Gospel to All Nations

Reverend Jae Hoon Lee (DMin, Gordon-Conwell) serves as the senior pastor at Onnuri Church, a prominent congregation committed to fulfilling the Great Commission.

Onnuri, which translates to "all nations," is dedicated to spreading and embodying the transformative message of the gospel worldwide. Their unwavering commitment to global missions led to the deployment of 876 missionaries currently serving in 75 countries. Moreover, Onnuri Church extends a warm embrace to various ethnic groups coming to Korea, including migrant workers and refugees, by offering worship services and community care service in 21 languages across 11 Korean campuses and 30 campuses abroad. Onnuri Church also operates CGN (Christian Global Network), a 24-hour Christian satellite broadcasting network offering programs in seven languages, and "A Better World," a nonprofit organization dedicated to infrastructure development in 32 countries. Onnuri is committed to sharing the Gospel with people from all nations.

As the senior pastor of this vibrant church, Rev. Lee passionately champions its vision by creatively communicating the gospel and embodying Christ's love in practical actions. In addition to leading Onnuri's global missions, he promotes justice, restoration, and societal well-being, embodying the gospel's transformative power in many ways in Korea. Rev. Lee's leadership inspires the members of Onnuri Church to authentically live out the message of Christ in practical ways, making a significant impact both locally and globally.

In addition to his responsibilities at Onnuri Church, Rev. Lee serves as the chairperson of the Lausanne Korea and Co-Chair of the Host Committee for L4, the 2024 Lausanne Congress on World Evangelism in Seoul. Additionally, he serves as the chairman of the Handong Global University. Rev. Lee holds theological degrees from Hapdong Theological Graduate School (M.Div.), Trinity Evangelical Divinity School (Th.M.), Gordon-Conwell Theological Seminary (D.Min.), and Presbyterian University & Theological Seminary (D.D.). His books include *Great to Good*, and he and his family live in Seoul, Korea.

Also by Jae Hoon Lee:



Great to Good: How Following Jesus Reshapes Our Ambitions

July 23, 2024 | \$19.99, 192 pages, paperback | 978-1-5140-1065-5

Pastor Jae Hoon Lee challenges us not to pursue greatness but to grow in goodness. Jesus called his followers to cultivate character of goodness, not to aspire to positions of power. The faithful Christian life is one that seeks to become good. These reflections and meditations on the good Christian life unpack what it means for the church to live in obedience and faith, to strip away ambitious self-glorification, and to instead live humble lives of goodness and love.



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