$Pic^0(A)$ = Set of holomorphic line bundles with Chern class zero.

$c_1([(B_L+\lambda)\cup(B_{L'}-\lambda)]) = c_1([B_L+\lambda]) + c_1([B_{L'}-\lambda])$
$= c_1([B_L]) + c_1([B_{L'}]) \Rightarrow$ The map is well-defined.

$B_L + \lambda = B_{L_0} - L + \lambda \;,\quad B_{L'} - \lambda = B_{L_0} - L' - \lambda$
$\Rightarrow B_L + (L - L' - \lambda) = B_{L_0} - \cancel{L} + \cancel{L} - L' - \lambda = B_{L_0} - L' - \lambda$
$B_{L'} - (L - L' - \lambda) = B_{L_0} - L' - L + L' + \lambda = B_{L_0} - L + \lambda$

$\Rightarrow$ The map $A \xrightarrow{\phi} \hat{A}$ sends λ and λ' into the same point. If ϕ is not constant, by P316 ~P317 (φ_{B_L} is complex linear, $\Rightarrow \varphi_{B_L} + \varphi_{B_{L'}}$ is linear) since $\phi = \varphi_{B_L} + \varphi_{B_{L'}} \circ (-id)$ is linear, $\phi(A)$ is an one-dimensional variety of $\hat{A}$. Otherwise, $\phi(A) = \hat{A} \Rightarrow \phi$ is isomorphic, which is impossible since $\phi(\lambda) = \phi(\lambda') = \phi(L - L' - \lambda)$. $\Rightarrow$ Thus, if $\phi(A)$ is of dim 1, then, by the argument above, we have a contradiction (P783, $\ker\phi + \ker\phi = A$.) $\Rightarrow \phi$ is constant $\Rightarrow \phi = 0 \Rightarrow$ This implies that, for all λ, $[B_L \cup B_{L'}] = [(B_L+\lambda)\cup(B_{L'}-\lambda)]$. i.e., $B_L \cup B_{L'}$ and $(B_L+\lambda)\cup(B_{L'}-\lambda)$ are linearly equivalent.

Thus we can write

$$j^*h = B_L \cup B_{L'(L)} = (B_{L_0} - L) \cup (B_{L_0} + L) = 2B_{L_0}$$