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Nota di contenuto	1. Introduction -- 2. Is public relations inherently unethical? -- 3. Virtue and character -- 4. Public relations of character -- 5. Veracity, visibility, and validity -- 6. Respect for reason -- 7. The public interest -- 8. Corporate responsibility -- 9. Duties and rights -- 10. Care and justice -- 11. Ethical decision making -- 12. Frameworks for ethical reasoning -- 13. Constructing a personal framework for ethical reasoning -- 14. Conclusion -- References -- Index.
Sommario/riassunto	This book represents a practical guide to ethical decision making tailored specifically to the needs of public relations students and practitioners. Coauthored by a corporate public relations officer of deep experience and a widely published public relations ethics scholar, the book thoroughly explores both ethical theories and their practical applications. With emphasis on the analysis of contemporary cases, the authors guide readers in building personal frameworks for ethical reasoning, enabling them to (1) recognize the ethical issues at play in public relations practice, (2) analyze the conflicting duties and loyalties at play in ethical situations, and (3) justify their decision and/or counsel in terms that others will understand and ultimately accept. The book fills a gap in the currently available literature on the subject, most of which lacks either theoretical grounding or practical application. Unlike other books that focus on the broad field of ethics in "communication" or "mass communication," this book focuses solely upon public

relations ethics. It cites illustrative cases spanning a wide range of public relations functions that involve several of the world's largest public relations agencies as well as a number of their clients.

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