

1. Record Nr.	UNINA9910465660503321
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Titolo	Of mottos and morals [[electronic resource]] : simple words for complex virtues // Mike W. Martin
Pubbl/distr/stampa	Lanham, Maryland, : Rowman & Littlefield Publishers, Inc., c2013
ISBN	1-299-25239-7 1-4422-2130-5
Descrizione fisica	1 online resource (179 p.)
Disciplina	808
Soggetti	Mottoes - Moral and ethical aspects Slogans - Moral and ethical aspects Proverbs - History and criticism Terms and phrases - Social aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; I: Coping; 1 Introduction; 2 Tools in Coping; II: Character; 3 Identity and Character; 4 Self-Help, Mutual-Aid; 5 Pursuing Happiness; III: Community; 6 Leading, Creating, Writing; 7 Mottos in the Marketplace; 8 Campaigns and Causes; IV: Credo; 9 Ethical Theories; 10 Spirituality; 11 Golden Rule Pragmatism; Epilogue; Notes; Index
Sommario/riassunto	Whether in slogans, catchphrases, adages or proverbs, we encounter mottos every day, but we rarely take time to reflect on them. In <i>Of Mottos and Morals: Simple Words for Complex Virtues</i> , Martin explores the possibility that mottos themselves are worthy of serious thought, examining how they contribute to moral guidance and help us grapple with complexity.