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Nota di contenuto	Cover; Contents; Acknowledgments; Introduction: Toward a Definitional Framework for Responsible Advocacy; Chapter 1 - Baselines for Ethical Advocacy in the ""Marketplace of Ideas""; Chapter 2 - Responsibility and Accountability; Chapter 3 - The Ethics of Communicating With and About Difference in a Changing Society; Chapter 4 - Negotiating Relationships With Activist Publics; Chapter 5 - Responsible Advocacy for Nonprofit Organizations; Chapter 6 - Truth and Transparency; Chapter 7 - Responsible Online Communication; Chapter 8 - Responsible Advocacy Through Strategic Risk Communication Chapter 9 - The Ethics of Public Diplomacy Chapter 10 - Advocacy Across Borders; Chapter Notes; Index; About the Contributors
Sommario/riassunto	Exploring the ethical dimensions of public relations' advocacy role, this book addresses a range of theoretic and practical concerns, illustrating the scope and complexity of responsible advocacy in 21st Century public relations. It also focuses on the affirmative aspects of ethical practices.

