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Nota di contenuto	Cover; Contents; Foreword; Acknowledgments; Introduction; Chapter 1 - Values in Public Health Communication Interventions: Beyond Strategic Analytic Approaches; Chapter 2 - Justifications; Chapter 3 - ""They are Always There"": Values in Intervention Facets; Chapter 4 - Even When They Apply the Same Justifications, Interventions are not the Same: The Personal Responsibility Typology; Chapter 5 - Analyses of Intervention Types: Community Involvement; Chapter 6 - Ethical Dilemmas and Practice-Oriented Questions; Chapter 7 - Toward a Normative Approach Resource A: Sample Work Sheets for Analysis of Intervention Facets Resource B: Sample Work Sheets for Comparing Health Communication Interventions; Resource C: Analyses of Intervention Types; References; Author Index; Subject Index; About the Author
Sommario/riassunto	This text critically examines the ethical dimensions of health campaigns and interventions. It questions how far health communication can and should go towards changing people's values and behaviour.

