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Autore	Hearit Keith Michael
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Nota di contenuto	Contents; Preface; About the Author/About the Contributor; 1 Introduction; 2 Apologia, Social Drama, and Public Ritual; 3 Legality and Liability; 4 Apologetic Ethics; 5 Apologia and Individuals: Politicians, Sports Figures, and Media Celebrities; 6 Apologia and Organizations: Retail, Manufacturing, and Not-for-Profits; 7 Institutional Apologies: Institutional, Religious, and Governmental; 8 Conclusions: Corporate Apologia, Ideology, and Ethical Responses to Criticism; References; Author Index; Subject Index
Sommario/riassunto	This volume examines the role of apologia and apology in response to public attack. Author Keith Michael Hearit provides an introduction to these common components of public life, and considers a diverse list of subjects, from public figures and individuals to corporations and institutions. He explores the motivations and rationales behind apologies, and considers the ethics and legal liabilities of these actions.

Hearit provides case studies throughout the volume, with many familiar examples from recent events in the United States, as well as an international apology-making case from Japan.<b
