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Soggetti	Mottoes - Moral and ethical aspects Slogans - Moral and ethical aspects Proverbs - History and criticism Terms and phrases - Social aspects
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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 Of Mottos and Morals: Simple Words for Complex Virtues, 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.