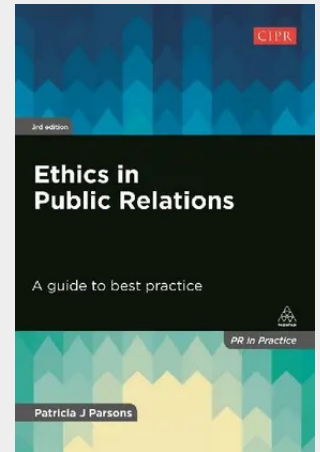


Ethics in Public Relations

A Guide to Best Practice

The weight of social responsibility in public relations (PR) has never been more pronounced. Ensure the professionalism and credibility of your business using the practical tips and guidance in this book, written by a leading academic in the field and recommended for PR students and practitioners alike. Ethical practice in any professional discipline is guided by age-old philosophical perspectives, but its modern parameters are continually evolving. Ongoing developments in technology, social media and social contexts mean that public relations and its practices are constantly changing, and so do the ethical questions faced by practitioners in the field. Face the ethical questions and dilemmas that are inherent to public relations and ensure you practice across the public relations spectrum in an ethical and socially responsible manner with this fully updated guide, packed with useful tools and insights to support those in PR and corporate communications. Engaging and accessible, ***Ethics in Public Relations*** offers a lively exploration of the key ethical concerns present in the public relations world today, written by an accredited academic with over 26 years' professional experience in the field. Fully updated, this third edition includes an entirely new chapter on the uses of ethics in social media, covering topical issues such as blogger engagement and the relationship between employee social media activity and organizational reputation.

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