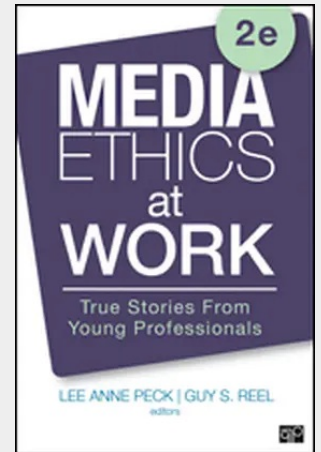


Peck / Reel

Media Ethics at Work

True Stories from Young Professionals

Media Ethics at Work helps students to assemble a tool kit for dealing with ethical issues on the job. At the heart of the book are real-world case studies drawn from true stories of problems encountered by young professionals working in news, advertising, and public relations. Each story is presented as a narrative so students can ask: "What would I do if this happened to me?" Introductory material provides a foundation in philosophical theory and moral reasoning, so by the time they've finished the book, students will feel prepared with an array of theoretical and practical approaches that will equip them with strategies for thinking on their feet.



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59,35 € (zzgl. MwSt.)

Nicht mehr lieferbar

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