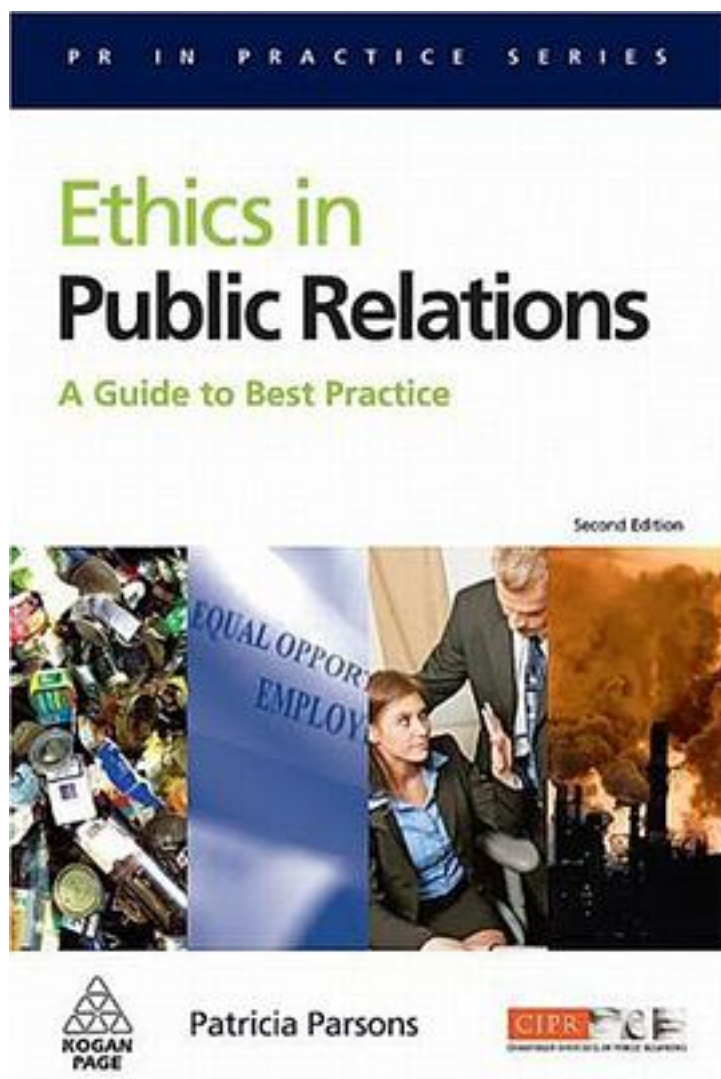


Ethics in Public Relations



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Ethics in Public Relations explores the ethical dimensions of public relations' advocacy role. Leading public relations scholars offer keen insights into timely issues. The book addresses a broad range of theoretic and practical concerns, illustrating the scope and complexity of responsible advocacy in 21st century public relations. The work, which focuses on the affirmative aspects of ethical practices, provides practical examples and cases that illustrate universal principles of responsible advocacy. The book also reveals consequences of unethical conduct by public relations professionals, including the potential for heightened legal regulation.

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