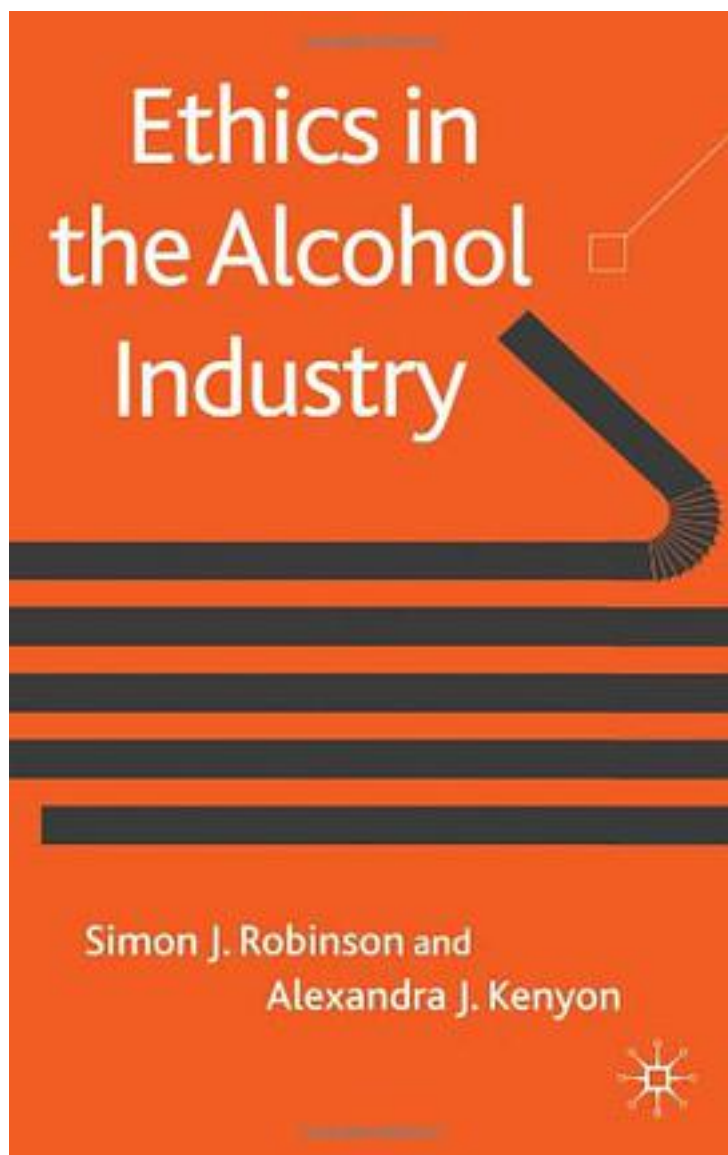


# Ethics in the Alcohol Industry



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著者:Robinson, Simon J./ Kenyon, Alexandra J.

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Alcohol is a unique, legal drug that is linked closely to personal and social identities and which subsequently leads to both positive and negative consequences. To set the scene a whistle-stop tour of major land-marks in the origins of alcohol, consumption patterns and moral attitudes in its social history is presented. The authors debate the rules, laws and voluntary codes of practice set in place which seem to restrict industry practice but provide a libertarian view of alcohol to the consumer. This analysis in turn questions whose responsibility is it to restrict or enable alcohol consumption. Despite the joint responsibilities suggested, young people are considered to need greater guidance and awareness of the alcocentric environment in which they live and the authors reflect upon the physical and psychological effects 'extreme drinking' may have on our young people. The attitude towards alcohol by religious faiths also provides understanding and enables dialogue of the personal and civic responsibility and this in turn adds a non-commercial dimension to the discussion. Sadly, no book on alcohol would be complete without a journey into alcoholism. Details of practical help and empathy for alcoholics who wish to take control of their addiction are discussed taking us beyond the therapeutic arena as the only option. In conclusion the authors place ethics and responsibilities in the arena of Corporate responsibilities and show how governments, industries, communities and the individual, supporting each other should enable alcohol to have a positive, social place in the 21st Century.

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