



Ethics in Public Relations: A Guide to Best Practice (PR In Practice)

Patricia J Parsons

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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.

Ethical questions and dilemmas are inherent to public relations, and ensuring that practitioners operate ethically is fundamental to the professionalism and credibility of the field. Engaging and accessible, Ethics in Public Relations offers a lively exploration of the key ethical concerns present in the public relations world today by way of practical tips and guidance to support those in PR and corporate communications.

Written by a leading academic in the field, this fully updated third edition of Ethics in Public Relations 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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