



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

Patricia J. Parsons

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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. This updated edition of *Ethics in Public Relations* gives readers the tools and knowledge to enable them to make defensible decisions and outlines the important ethical concerns in public relations and corporate communications.

Written in a practical and approachable style, this book provides clear insights into the personal and professional issues that affect public relations practitioners, such as truth and trust, relationships with journalists and outside conflicts. It examines how an individual's sense of morality has an impact on decision-making and ethical business behavior. This new edition includes new material on virtue ethics, personal ethics, ethics in social media, ghost writing and deception in PR, and moral responsibilities of organizations.

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