



The Credibility Factor: Putting Ethics to Work in Public Relations

Lee W. Baker

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A practical guide to assure ethical conduct in the PR programs of individuals and organization. Readers will discover how leading public relations practitioners resolve ethical conflicts, create credibility, and produce highly effective campaigns. Baker shows readers how to quantify ethical behavior with a bottom-line payoff; create a climate conducive to ethical conduct within an organization; and recognize and resolve unethical dilemmas.

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