

SANDU FRUNZĂ,
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The present volume reveals how ethical and effective communication requirement arises from the need of assuming the personal, community, social and institutional values, beyond any relativism or absolutism.

Common sense and sound principles should be characteristic to each person. However, many people are stealing, cheating and so on. Consequently, although the ethics should guide our actions, and given the fact that many people fail to consider the minimum elements, different rules and codes must appear in order to regulate professions.

Ethics in public relations today still remains a sensitive subject for many of us. Either they do not know these principles or do not understand

the point or see everything as a delicate matter (if we talk about doing PR for companies/initiatives not just moral or with devastating consequences for some people, environment etc.) or they do not know about the existence of these codes.

Sandu Frunză's work consists in a book that should be readable by all people working in PR or wishing to work in public relations. Lots of interesting information is offered, grouped in well structured chapters. The book fails to provide a clarification on ethics and ethics communication, to social responsibility and it also contains references to the outstanding works in the field.