



Centre d'études  
Développement durable, éthique  
et communications

# Public Relations and Ethics: A Selected Bibliography

Solange Tremblay  
Gabrielle Collu  
and  
Deanna Drendel

September 2009

*Translated from French*

---

**CHAIRE** de relations publiques  
et communication marketing  
UQÀM

*Our research on excellent public relations suggests that public relations can be the ethical conscience of an organization.*

L. A. Grunig, J. E. Grunig, D. M. Dozier

## **INTRODUCTORY NOTE**

Public relations, public affairs and communications are three core aspects of an organization's activities – a reality that is reflected in the documents suggested in this bibliography. It includes works that cover ethics in public relations and communications, business ethics and ethics within organizations, as well as general reference publications on ethics and applied ethics.

The titles listed are available in either French or English, and the vast majority were released after 1995.

In no way does this bibliography claim to be exhaustive. It represents, at most, a selection of references that we believe would be important to anyone who is interested in ethics-related issues that arise in the field of public relations.

# CONTENTS

1. Introduction	5
2. Ethics – Applied ethics	6
• Encyclopedias and dictionaries	6
• Other published works	6
3. Public relations / Communications and ethics	10
• Published works and studies	10
• Articles	16
4. Ethics within organizations	24
• Published works and studies	24
• Articles	28
5. Newsletters – Trade journals	31

# 1. Introduction

Communications and public relations have, to a large extent, become more complex over the past few years, and a number of questions need to be resolved on a regular basis. Communications professionals are often also required to ponder the application of ethics when performing their usual activities and fulfilling their responsibilities.

What exactly are ethics?

This document, the scope of which covers topics ranging from general and applied ethics to reflections on the role of ethics in public relations practice and its relevance to organization management, was developed with a two-fold objective: the general goal of enhancing knowledge, as well as to serve as a guide for communications professionals, students, researchers and faculty in pursuing their respective lines of inquiry.

It is comprised of four major sections: general reference, public relations and ethics, ethics within organizations and, finally, a brief list of newsletter and trade journal suggestions. The selection of recommended titles will thus serve as a referral, for the user, to historic sources of writings on ethics and a means of addressing more contemporary questions in "an ever-expanding field of research and inquiries that are ultimately summarized in a single question: "*What actions need to be taken in order to ensure the right thing is done?*"<sup>1</sup>. Asking questions of oneself is, in fact, the essential element.

Did you know that not asking questions of oneself demonstrates a lack of ethics?

---

<sup>1</sup> René Villemure, "Du bon usage du 'code d'éthique' [On the proper use of a 'code of ethics']", *Bulletin réflexif*, May 27, 2005.

## 2. Ethics – Applied ethics

### ▪ Encyclopedias and dictionaries

Blay, M. (dir.) (2006). *Dictionnaire des concepts philosophiques*, Paris, Larousse et CNRS Éditions, 2006.

Canto-Sperber, M. (2004). *Dictionnaire d'éthique et de philosophie morale*, Paris, Presses universitaires de France, tome 1 et 2.

Chadwick, R. (1998). *Encyclopedia of Applied Ethics*, San Diego, Californie, Academic Press.

Hester, J. P. (1996). *Encyclopedia of Values and Ethics*, Santa Barbara, Californie, ABC-CLIO.

Höffe, O. (dir.) (1993). *Petit dictionnaire d'éthique*.

Werhane, P. H. and R. E. Freeman (1997). *The Blackwell Encyclopedic Dictionary of Business Ethics*, B. Blackwell éd. Cambridge, Mass.

### ▪ Other published works

Abellio, R. (1994). *Fondements d'éthique*, Paris, Éditions de l'Herne.

Apel, K.-O. (1994). *Éthique de la discussion*, Collection Humanités, Paris, Éditions du Cerf.

Apel, K.-O. (1996). *Discussion et responsabilité, I – L'éthique après Kant*, Collection Passages, Paris, Éditions du Cerf.

Apel, K.-O. (1998). *Discussion et responsabilité, II – Contribution à une éthique de la responsabilité*, Collection Passages, Paris, Éditions du Cerf.

Aristote (1965). *Éthique à Nicomaque*. Paris, Garnier-Flammarion.

- Ashmore et W. Starr (Eds.) (1994). *Teaching Ethics: An Interdisciplinary Approach*, Marquette University Press.
- Badiou, A. (1993). *L'éthique. Essai sur la conscience du Mal*, Paris, Hatier.
- Beauchamp, A. (1993). *Introduction à l'éthique de l'environnement*, Montréal, Éditions Paulines.
- Benoit, J. (2000). *Graine d'éthique*, Paris, Presses de la Renaissance.
- Bourgeault, G. (2004). *Éthiques - Dit et non-dit, contredit, interdit*, Collection Éthique, PUQ.
- Camerlynck, É. (2005). *L'éthique des petits actes*, Paris, L'Harmattan.
- Davis, M. et A. Stark (2001). *Conflict of Interest in the Professions*, Vol. VI The Oxford Series, Oxford University Press.
- Delruelle, E. (2006). *Métamorphoses du sujet - L'éthique philosophique de Socrate à Foucault*, 2<sup>e</sup> édition, coll. Le point philosophique, De Boeck.
- Dherse, J.-L., et D.H. Minguet (1998). *L'éthique ou le chaos ?* Paris, Presses de la Renaissance.
- Droz, Y. et J.-C. LAVIGNE (dir.) (2006). *Éthique et développement durable*, Paris, Khartala/Genève, IUED.
- Etchegoyen, A. (1990). *La valse des éthiques*, ed. Bourin. 1990, Paris.
- Etchegoyen, A. (1994). *Le pouvoir des mots. Dictionnaire critique de l'entreprise contemporaine*, Paris, Dunod.
- Etchegoyen, A. (1999). *La vraie morale se moque de la morale. Être responsable*, Paris, Seuil.
- Etchegoyen, A. (1996). *Les temps des responsables*, Agora, ed. Julliard., Paris.
- Flanagan, O. (1996). *Psychologie morale et éthique*, PUF.
- Fortin, P. (2007). *L'œuvre de soi*, Collection Éthique, PUQ.
- Fortin, P. (1995). *La morale, l'éthique, l'éthicologie*, Collection Éthique, PUQ.
- Fortin, P. et P.-P. Parent (dir.) (2004). *Le souci éthique dans les pratiques professionnelles. Guide de formation*, Paris, L'Harmattan.

- Jonas, H. (1990). *Le Principe responsabilité. Une éthique pour la civilisation technologique*, Paris, Cerf (1<sup>ère</sup> édition, 1979).
- Kahn, J.-F. (1989). *Esquisse d'une philosophie du mensonge*, Flammarion, Le livre de poche.
- Kant, E. (1997). *Leçons d'éthique*, Paris, Livre de poche, n° 4647.
- Kant, I. [1785](1976). *Foundations of the Metaphysics of Morals*, (Beck, Lewis White, Trans.) Indianapolis, Bobbs-Merrill Educational Publishing.
- Kremer-Marietti, A. (1995). *L'Éthique*, PUF.
- Le Bihan, C. (1997). *Les grands problèmes de l'éthique*, Paris, Editions du Seuil.
- Lacroix, A. (dir.) (2006). *Éthique appliquée, éthique engagée. Réflexions sur une notion*, Montréal, Liber.
- Lacroix, A. et J.-F. Malherbe (dir.) (2003). *L'éthique à l'ère du soupçon. La question du fondement anthropologique de l'éthique appliquée*, Montréal, Liber.
- Lacroix, A. et A. Létourneau (dir.) (2000). *Méthodes et interventions en éthique appliquée*, Montréal, Fides.
- Legault, G. A. et J. Patenaude (dir.) (1996). *Enjeux de l'éthique professionnelle, Tome I: codes et comités d'éthique*, Presses de l'Université du Québec, Sainte-Foy.
- Legault, G. A. (dir.) (1997). *Enjeux de l'éthique professionnelle, Tome II: L'expérience québécoise*, Presses de l'Université du Québec, Sainte-Foy.
- Legault, G. A. (dir.) (2003). *Crise d'identité professionnelle et professionnalisme*, Presses de l'Université du Québec, Sainte-Foy.
- Legault, G. A. (1999). *Professionnalisme et délibération éthique - Manuel d'aide à la décision responsable*, Presses de l'Université du Québec, Sainte-Foy.
- Lévinas, E. (1992). *Éthique et infini*, LGF.
- Morscher, E., O. NeuMaier and P. Simons (eds) (1998). *Applied Ethics in a Troubled World*, Dordrecht, Kluwer Academic.
- Mousse, J. (1989). *Fondements d'une éthique professionnelle*, Paris, Les Éditions d'Organisation.

Nietzsche, F. (1973). *Généalogie de la morale*, Paris, Gallimard.

Platon (2002). *La République*, Édition Flammarion, collection GF, Nouvelle édition (traduction et présentation par Georges Leroux).

Ricoeur, P. (1995). *Le Juste*, Éditions Esprit, Paris.

Ricoeur, P. (1996). *Soi-même comme un autre*, Seuil, Paris.

Robinson, D. et C. Garatt (1996). *Ethics for Beginners*, United Kingdom Icon Books.

Russ, J. (1995). *La pensée éthique contemporaine*, Paris, Presses Universitaires de France, Coll. Que sais-je ? n° 2834, 2e édition corrigée.

Singer, P. (1997). *Questions d'éthique pratique*, Paris, Bayard.

Taylor, C. (1998). *Les sources du soi*, Paris, Seuil.

Vacquin, M. (dir.) (2002). *La responsabilité. Condition de notre humanité*, Coll. Morales, no 14, Paris, Éditions Autrement.

### 3. Public relations / Communications and ethics

#### ▪ **Published works and studies** (including a section on ethics)

Agostinelli, S. (dir.) (2004). *L'éthique des situations de communication numérique*, collection Communication et Civilisation, L'Harmattan.

Alix, F.-X. (1997). *Une éthique pour l'information, de Gutenberg à Internet*, Paris et Montréal, Editions L'Harmattan.

Baker, L. (1993). *The Credibility Factor : Putting Ethics to Work in Public Relations*, Homewood, Il., Business One Irwin.

Bélanger, R. (1992). *Éthique de la communication publique et de l'information*, Collection Cahiers de recherche éthique, n° 17, Montréal, Fides.

Benoît, D. (2004). *Éthique et communication*, Edition JePublie.

Benoît, D. et Chirouze, Y. (dir.) (2007). *Entre manipulation et éthique*, Éditions Eska.

Bernays, E. [1928] (2008). *Propaganda. Comment manipuler l'opinion en démocratie*, trad. O. Bonis, présentation de N. Baillargeon, Montréal, Lux Éditeur.

Bernier, A. et F. Pouliot (dir.) (2000). *Éthique et conflit d'intérêts*, coll. Hors série - Éthique publique, Montréal, Liber.

Bernier, M.-F. et al. (2005)., *Pratiques novatrices en communication publique. Journalisme, relations publiques et publicité*, Québec, Les Presses de l'Université Laval.

Bernier, M.-F. (2004). *Éthique et déontologie du journalisme, (édition revue et augmentée)*, Québec, Les Presses de l'Université Laval.

Bowen, S.A. (2000). *A Theory of Ethical Issues Management : Contributions of Kantian Deontology to Public Relations' Ethics and Decision Making*, Unpublished doctoral dissertation, University of Maryland, College Park.

Bowen, S.A. (ed.) (2006). *The Business of Truth - A Guide to Ethical Communication*, IABC Research Foundation.

Brunet, P. (dir.) (2001). *L'éthique dans la société de l'information*, Sainte-Foy, Les Presses de l'Université Laval/L'Harmattan.

Brunet, P. (dir.) (2002). *Éthique et Internet*, coll. Éthique et philosophie de la communication, Sainte-Foy, Les Presses de l'Université Laval.

Budd, J.F. Jr. (1992). *Street Smart Public Relations*, Lakeville, Ct : Turtle.

Cutlip, S.M., A.H. Center and G.M. Broom (2001). *Effective Public Relations*, Eighth Edition, Prentice Hall.

Cutlip, S.M. (1995). *Public Relations History: From the 17th to the 20th Century*, Hillsdale, NJ, Lawrence Erlbaum Associates Publishers.

Cutlip, S.M. (1994). *The Unseen Power: Public Relations. A History*, Hillsdale, N.J. Lawrence Erlbaum Associates, Publishers.

D'Almeida, N. (2001). *Les promesses de la communication*, Paris, Presses Universitaires de France.

Day, L. A. (1999). *Ethics in Media Communications: Cases and Controversies*, Belmont, CA: Wadsworth Publishing Co.

De Broglie, E. (2002). *La marque face à l'éthique*, Édition Village mondial.

Deetz, S. A. (1995). *Transforming communication, transforming business: Building responsive and responsible workplaces*. Cresskill, NJ: Hampton.

Dinan, W., Miller, D. (dir.) (2007). *Thinker, Faker, Spinner, Spy : Corporate PR and the Assault on Democracy*, London, Pluto Press.

Doorley, J., Garcia, H.F. (2006). *Reputation Management: The Key to Successful Public Relations and Corporate Communications*, Routledge.

Dozier, D. M., L. Grunig, and J. Grunig (1995). *Manager's Guide to Excellence in Public Relations and Communications Management*, Mahwah, NJ, Lawrence Erlbaum Associates, Publishers.

Elwood, W. N. (1995). *Public relations inquiry as rhetorical criticism: Case studies of corporate discourse and social influence*. Westport, CT: Praeger.

Ewen, S. (1996). *PR! A Social History of Spin*, Basic Books.

Ferre, J. P. and S.C. Willihnganz (1991). *Public Relations & Ethics: a Bibliography*, Boston, G.K. Hall Publications.

Fitzpatrick, K. R. and C. Bronstein (eds). (2006). *Ethics in Public Relations: Responsible Advocacy*, Sage Publications.

Gower, K. K. (2007). *Legal and Ethical Considerations for Public Relations*, Long Grove, Waveland Press.

Gower, K. K. (2003). *Legal and Ethical Restraints on Public Relations*, Prospect Heights, Waveland Press.

Gower, K. K. (2007). *Public Relations and the Press : the Troubled Embrace*, Evanston, Northwestern University Press.

Greenberg, K. J. (ed.) (1991). *Conversations on Communications Ethics*. Norwood, NJ: Ablex Publishing Corporation.

Grunig, L., J.E. Grunig et D.M. Dozier (2002). *Excellent Public Relations and Effective Organizations – A Study of Communication Management in Three Countries*, Lawrence Erlbaum Associates, Publishers, Mahwah, New Jersey.

Grunig, J., & Grunig, L. (1996). *Implications of Symmetry for a Theory of Ethics and Social Responsibility in Public Relations*. Paper presented to the Public Relations Interest Group International Communication Association, Chicago, IL.

Habermas, J. (1986). *L'espace public*, Paris, Payot.

Habermas, J. (1987). *Morale et communication*, Paris, Cerf.

Habermas, J. (1987). *Théorie de l'agir communicationnel*, Paris, Fayard.

Habermas, J. (1992). *De l'éthique de la discussion*, Paris, Cerf.

IPRA (2007). *Ethics in Public Relations*, Gold Paper No. 16, United Kingdom, IPRA.

IPRA (2000). *Challenges in Communication*, Gold Paper No. 13, United Kingdom, IPRA.

IPRA (1991). *Ethical Dilemmas in Public Relations - A Pragmatic Examination*, Gold Paper No. 8, United Kingdom, IPRA.

- IPRA (1988). *Publications and Propaganda - Values Compared*, Gold Paper No. 6, United Kingdom, IPRA.
- Jaksa, J. A. & M. S. Pritchard (eds.) (1996). *Responsible communication: Ethical issues in business, industry, and the professions*, Cresskill, NJ: Hampton Press.
- Jaksa, J.A. & M. Pritchard, (eds.) (1996). *Ethics of technological transfer*, Cresskill, NJ: Hampton press.
- Jensen, J. V. (1997). *Ethical Issues in the Communication Process*, Mahwah, N.J. Lawrence Erlbaum Associates Publishers.
- Kalason, P. (2007). *Éthique de la négociation. Rhétorique et pratique*, Coll. Épistémologie, Philosophie Sciences, Paris, L'Harmattan.
- Kruckeberg, D. et K. Starck (1988). *Public Relations and Community. A Reconstructed Theory*, New York, Praeger Publishers.
- Lacroix, J.G., Tremblay, G. (dir.) (2003). *2001 Bagues. Globalisme et pluralisme. Tome 2. Usages des TIC*, Collection Éthique et philosophie de la communication, Québec, Les Presses de l'Université Laval.
- Laramée, A. (1997). *La communication environnementale : de la problématique à l'évaluation*, collection Sciences de l'environnement, Sainte-Foy, Télé-université.
- Libaert, T. (2003). *La transparence en trompe-l'œil*, Collection Gouvernance et démocratie, Descartes et cie.
- Lloyd, H. M. (1973). *First Report on Standards and of Public Relations Practise*, Gold Paper No. 1, United Kingdom, IPRA.
- Maisonneuve, D. (2004). *Les relations publiques - Le syndrome de la cage de Faraday*, Sainte-Foy, Presses de l'Université du Québec.
- Maisonneuve, D., J.-F. Lamarche et Y. St-Amand (1999). *Les relations publiques dans une société en mouvance*, tome I, 2ième édition, Sainte-Foy, Les Presses de l'Université du Québec.
- Maisonneuve, D., S. Tremblay et A.-A. Lafrance (2004). *Résultats de la recherche sur l'état des relations publiques au Québec - Faits saillants*, Chaire en relations publiques de l'UQAM.
- Maisonneuve, D., S. Tremblay et A.-A. Lafrance (2004). *Étude sur les relations publiques au Québec (rapport qualitatif)*, Chaire en relations publiques de l'UQAM, Université du Québec à Montréal.

Maisonneuve, D., S. Tremblay et A.-A. Lafrance (2004). *Les relations publiques: une profession à géométrie variable (rapport quantitatif)*, Chaire en relations publiques de l'UQAM, Université du Québec à Montréal.

Malherbe, J.-F. (2005). *La rupture du dialogue et son dépassement*, Montréal, Novalis.

Martineau, S. et D. Simard (2001). *Les groupes de discussion*, Collection Formules pédagogiques, Québec, Les Presses de l'Université du Québec.

Mattelart, A., Tremblay, G. (dir.) (2003). *2001 Bogues. Globalisme et pluralisme. Tome 4. Communication, démocratie et globalisation*, Collection Éthique et philosophie de la communication, Québec, Les Presses de l'Université Laval.

McElreath, M. P. (1996). *Managing Systematic and Ethical Public Relations Campaigns*, Brown and Benchmark Publishers, Madison, WI.

Miège, B., Tremblay, G. (dir.) (2003). *2001 Bogues. Globalisme et pluralisme. Tome 1. TIC et société*, Collection Éthique et philosophie de la communication, Québec, Les Presses de l'Université Laval.

Moeglin, P., Tremblay, G. (dir.) (2003). *2001 Bogues. Globalisme et pluralisme. Tome 3. TIC et éducation*, Collection Éthique et philosophie de la communication, Québec, Les Presses de l'Université Laval.

Miller, D. (2008). *A Century of Spin: How Public Relations became the Cutting Edge of Corporate Power*, London, Pluto.

Moloney, K. (2006). *Rethinking Public Relations: PR Propaganda and Democracy*, London, New York, Routledge.

Mumby, D. (1988). *Communication and power in organizations: Discourse, ideology and domination*. Norwood, NJ: Ablex.

Nelson, J. (1989). *Sultans of sleaze; Public Relations and the Media*, Toronto, Between the Lines Press.

Parsons, P. (2004). *Ethics in Public Relations : A Guide to Best Practice*, Kogan Pages.

Pearson, R. A. (1989). *A Theory of Public Relations Ethics*, Unpublished Doctoral dissertation Ohio University.

Penny, L. (2005). *Your Call is Important to Us: the Truth about Bullshit*, McClelland & Stewart Ltd.

Proulx, S., Massit-Folléa, F., Conein, B. (2005). *Internet : une utopie limitée. Nouvelles réglementations, nouvelles solidarités*, Collection Éthique et philosophie de la communication, Québec, Les Presses de l'Université Laval.

Public Relations Society of America, New York Chapter, (1998). *How we see Ourselves and the Practice of Public Relations*, An Attitude Survey of the New York Chapter, Public Relations Society of America, Monograph published by PRSA-New York Chapter, New York.

Rampton, S. and J. Stauber (2001). *Trust us we're Experts! How Industry Manipulates Science and Gambles with your Future*, New York, Jeremy P. Tarcher.

Rampton, S. and J. Stauber (1995). *Toxic Sludge is Good for You*, Common Courage Press.

Rampton, S. and S. John (2003). *Weapons of Mass Deception: the Uses of Propaganda in Bush's War on Iraq*, Tarcher/Penguin.

Saint-Jean, A. (2002). *Éthique de l'information. Fondements et pratiques au Québec depuis 1960*, coll. Paramètres, Montréal, Les Presses de l'Université de Montréal.

Seymour, M.(2005). *L'institution du langage*, Montréal, Les Presses de l'Université de Montréal.

Seeger, M. W. (1997). *Organizational Communication Ethics: Decisions and Dilemmas*, Cresskill, NJ, Hampton Press.

Seib, P. et K. Fitzpatrick (1995). *Public Relations Ethics*, Fort Worth, TX, Harcourt Brace College Publishers.

Susskind, L. and P. Field (1996). *Dealing with an Angry Public: The Mutual Gains Approach to Resolving Disputes*, New York, NY: The Free Press.

Stonier, T.T. (1985). *The Communicative Society - A New Era in Human History*, Gold Paper No. 5, IPRA.

Thayer, L. (1968). *Communication and Communications Systems in Organization, Management, and Interpersonal Relations*, Richard D. Irwin.

Thayer, L. (1980). *Ethics, Morality, and the Media: Reflections on American Culture*. NY: Hastings House.

Toth, E. L. and R. L. Heath (dir.) (1992). *Rhetorical and Critical Approaches to Public Relations*, Lawrence Erlbaum Associates.

Tremblay, S. (ed.) (2008). *Proposal for a New Framework for the Ethical and Professional Conduct of Public Relations Professionals : A review of the Canadian Public Relations Society's current Code of Professional Standards – Research Report*, Centre for Social Responsibility, Sustainable Development and Ethics Public Relations and Marketing Communication Chair, UQAM (Translated by Deanna Drendel).

Tremblay, S. (dir.) (2007). *Développement durable et communications – Au-delà des mots, pour un véritable engagement*, Sainte-Foy, Les Presses de l'Université du Québec.

Tye, L. (1998). *The Father of Spin: Edward L. Bernays and the Birth of Public Relations*, New York, Crown Publishers.

Van Slyke, J. (dir) (2006). *The Professional Bond: Public Relations Education for the 21<sup>st</sup> Century*, The Report of the Commission on Public Relations Education.

Walter, J. (1995). *Directeurs de la communication. Les avatars d'un modèle professionnel*, Paris, Lharmattan.

Winkin, Y. (2000). *La nouvelle communication*, Paris, Points, Seuil.

Wood, R. J. and M., Gunther (1988). *Confessions of a PR Man*. New York, North American Library.

## ▪ Articles

Aucoin, J. (1996). «Implications of Audience Ethics for the Mass Communicator», *Journal of Mass Media Ethics*, vol. 11, n° 2, 69-81.

Barney, R. (1997). «Journals as Dialogue Assignments in Ethics Courses», *Journal of Mass Media Ethics*, vol. 12, n° 4, 243-245.

Barney, R. et J. Black (1994). «Ethics & Professional Persuasive Communications», *Public Relations Review*, vol. 20, n° 3, 233-248.

Baker (1999). «Five Baselines for Justification in Persuasion», *Journal of Mass Media Ethics*, vol. 14, 69-81.

- Birkhead, D. (1997). «Should Professional Competence be taught as Ethical?», *Journal of Mass Media Ethics*, vol. 12, n° 4, 211-221.
- Bivins, T. (1987). «Applying Ethical Theory to Public Relations», *Journal of Business Ethics*, vol. 6, 195-200.
- Bivins, T. (1993). «Public Relations, Professionalism and the Public Interest», *Journal of Business Ethics*, vol. 12, 120-121.
- Bivins, T. H. (1987). «Professional Advocacy in Public Relations», *Business & Professional Ethics Journal*, vol. 6, n°1, 82-90.
- Bivins, T. H. (1989). «Are Public Relations Texts Covering Ethics Adequately? », *Journal of Mass Media Ethics*, vol. 4, n° 1, 39-52.
- Bivins, T. H. (1989). «Ethical Implications of the Relationship of Purpose to Role and Function in Public Relations», *Journal of Business Ethics*, vol. 8, 65-73.
- Bivins, T. H. (1992). «A Systems Model for Ethical Decision Making in Public Relations», *Public Relations Review*, vol. 18, n°4, 365-383.
- Black, J. (2001). «Semantics and Ethics of Propaganda», *Journal of Mass Media Ethics*, vol. 16, n°2-3, 121-137.
- Borden, S. (1998) «Avoiding the Pitfalls of Case Studies», *Journal of Mass Media Ethics*, vol.13, n° 1, 5-13.
- Botan, C. (1997). «Ethics in Strategic Communication Campaigns: The Case for a New Approach to Public Relations», *Journal of Business Communication*, vol. 34, n°2, 188-202.
- Curtin, P., & Boynton, L. (2001). «Ethics in public relations: Theories and practice», In R. Heath (Ed.), *Handbook of public relations* (pp. 411-421). Thousand Oaks, CA: Sage.
- Edgett, R. (2002). «Toward an Ethical Framework for Advocacy in Public Relations», *Journal of Public Relations Research*, vol. 14, n°1, 1-26.
- Fitzpatrick, K and C. Gauthier (2001). «Toward a Professional Responsibility Theory of Public Relations Ethics», *Journal of Mass Media Ethics*, vol. 16, n°2-3, 193-212.
- Fitzpatrick, K. (1996). «The Role of Public Relations in the Institutionalization of Ethics», *Public Relations Review*, vol. 22, n°3, 249-258.

Folkes, V.A. and M.A. Kamins (1999). «Effects of Information about Firms' Ethical and Unethical Actions on Consumers' Attitudes», *Journal of Consumer Psychology*, vol. 8, n° 3, 243-259.

Gauthier, G. (1998). « Éthique, argumentation et communication politique. L'éthique de la publicité politique : le cas de la publicité négative », *Éthica*, 10(2), 41-72.

Gauthier, G. (1997). « L'éthique de la communication politique : quelques grandes questions », *Ethica*, 9(2), 323-342.

Gauthier, G. (1994). « La publicité est-elle immorale? », *Communication*, 15(1), 13-34.

Gauthier, G. (1992). « L'éthique de la communication des organisations : de la dénonciation à la reconnaissance », *Communication & Organisation*, 2, 187-207.

Green, A. (2001). «The Need to Create a New Vocabulary for the PR Profession», *PR Tactics*.

Gregory, A. (2002). «To Spin or not to Spin: the Ethics of Public Relations», Center for Public Relations Studies, Leeds Business School, Leeds Metropolitan University.

Grunig, J. E. (2000). «Collectivism, Collaboration and Societal Corporatism as Core Professional Values in Public Relations», *Journal of Public Relations Research*, vol. 12, n°1, 23-48.

Hamilton, S. (1986). «PR Ethics, from Publicity to Interaction», *PR Quarterly*, Spring, 15-19.

Harrison, S. (1990). «Pedagogical Ethics for Public Relations and Advertizing», *Journal of Mass Media Ethics*, vol. 5, n°4, 256-262.

Hatton, L. (1996). «Integrating Ethical Awareness into the Curriculum», *Public Relations Review* vol. 28, n°3, 301-309.

Heath, R. L. (2000). «A Rhetorical Perspective on the Values of Public Relations: Crossroads and Pathways Toward Concurrence», *Journal of Public Relations Research*, vol. 12, n°1, 69-91.

Henderson, J. (1998). «Negative Connotations in the use of the Term "Public Relations" in the print media», *Public Relations Review*, vol. 24, n°1, 45-54.

Hemerling, S. (2002). «PR Ethics on the Net», *PR Canada*, August.

Hickson, K. (2004). «Ethical Issues in Practicing Public Relations in Asia», *Journal of Business Ethics*, vol. 49, n°4, 347-357.

Holtzhausen, D.R. (2000). «Postmodern Values in Public Relations», *Journal of Public Relations Research*, vol. 12, n°1, 93-114.

Holmes, P. (1993). «Why good public relations is more important than ethics», *Inside PR*, 14-17

Hutchison, L. (2002). «Teaching ethics across the public relations curriculum», *Public Relations Review* 28(3), 301-309.

Kruckeberg, D. (1993). «Ethical values define public relations community», *PR Update: Newsjournal of the Public Relations, Division of AEJMC*, 2, 2-7.

Huët, R. (2006). « Les chartes sociales dans les organizations », dans *de la Broise, P. et T. Lamarche (dir.) Responsabilité sociale: vers une nouvelle communication d'entreprises ?*, Villeneuve d'Ascq, Presses Universitaires du Septentrion.

Hunt, T. and A. Tirpok (1993). «Universal Ethics Code: An Idea Whose Time Has Come», *Public Relations Review*, vol. 19, n°1, 1-11.

Hutchison, L. (2002). «Teaching Ethics Across the Public Relations Curriculum.» *Public Relations Review*, vol. 28, n°3, 301-309.

Johnson, M. (2000). «Preventing God People from Making Bad Decisions», *Quill*, vol. 88, n°8, 76-77.

Johnson, W.B. and R. Corser (1998). «Ethics the Hard Way: Facing the Ethics Committee», *Teaching of Psychology*, vol. 25, n°1, 26-28.

Judd, L. R. (1995). «An Approach to Ethics in the Information Age», *Public Relations Review*, vol. 21, n°1, 35-44.

Kruckeberg, D. (1990). «Questions of Ethics in Public Relations», *International Public Relations Review*, vol.13, n°2, 26-33.

Kruckeberg, D. (1992). «Ethical Decision-Making in Public Relations», *International Public Relations Review*, vol. 15, n° 4, 32-37.

Kruckeberg, D. (1992). «Professional Ethical Practices in Public Relations Professional Associations Worldwide: An Exploratory Paper Reporting Preliminary Findings From a Study About Codes of Ethics in National and Regional Public Relations Professional Associations», *Perhubungan: Official Journal of The Institute of Public Relations Malaysia*, 11-23.

Kruckeberg, D. (1993). «Ethical Values Define Public Relations Community», *PR Update*, (Journal and Newsletter of AEJMC Public Relations Division) vol. 2, n°2, April, 1-2.

Kruckeberg, D. (1993). «Universal Ethics Code: Both Possible and Feasible», *Public Relations Review*, vol. 19, n°1, 21-31.

Kruckeberg, D. (1996). «A Global Perspective on Public Relations Ethics: The Middle East», *Public Relations Review*, vol. 22, n°2, 181-189.

Kruckeberg, D. (1996). «The Challenges for Public Relations in the Era of Globalization», *Public Relations Quarterly*, vol. 40, n°4, 36-39.

Kruckeberg, D. (1997). «Testing Your E.Q. (Ethical Quotient)», *Public Relations Strategist*, vol. 3, n°1, 31-35.

Kruckeberg, D. (1998). «Future Reconciliation of Multicultural Perspectives In Public Relations Ethics», *Public Relations Quarterly*, vol. 43, n° 1, 45-48.

L'Etang, J. (2003). «The Myth of the 'Ethical Guardian': An Examination of its Origins, Potency and Illusions», *Journal of Communication Management*, vol. 8, n°1, 53-67.

Leeper, K. (1996). «Public Relations Ethics and Communitarianism: A Preliminary Investigation», *Public Relations Review*, vol. 22, n° 2, 163-179.

Leeper, R. V. (1996). «Moral Objectivity, Jurgen Habermas's Discourse Ethics, and Public Relations», *Public Relations Review*, vol. 22, n° 2, 133-150.

Loneux, C. (2000). «Les chartes éthiques comme outils de communication institutionnelle », dans Delcambre, P. (dir.), *Communications organisationnelles, objets, pratiques et dispositifs*, Rennes, PUR, 122-148.

Lukaszewski, J. E. *et al.* (2003). «A Discussion on Public Trust: PR's Role in Helping American Business Regain its Credibility», *PR Tactics*.

Martinson, D. L. (1996). «"Truthfulness" in Communication is Both a Reasonable and Achievable Goal for Public Relations Practitioners», *Public Relations Quarterly*, 42-45.

Martinson, D. L. (1997). «Public Relations Practitioners Must Not Confuse Consideration of the Situation with "Situational Ethics"», *Public Relations Quarterly*, vol. 42, n°4, 39-43.

Martinson, D. L. (1994). «Enlightened Self-Interest Fails as an Ethical Baseline in Public Relations», *Journal of Mass Media Ethics*, vol. 9, n° 2, 100-108.

McElreath, M. P. (1993). «Dealing with Ethical Dilemmas: Applying the IABC Code and the Potter Box to Solve them», *IABC Communication World*, March, 11-15.

Michel, J.-L. (2002). «L'entreprise et la communication: de la concurrence à l'éthique», [www.cetec-info.org/JLMichel/Articles.jlm/Ethique.et.concurrence.pdf](http://www.cetec-info.org/JLMichel/Articles.jlm/Ethique.et.concurrence.pdf)

Montgomery, D. J., Pincus, L. B. & Heald, G. R. (1994). «Privacy: Legal and ethical considerations for consultants», *Organizational Development Journal*, 12 n° 2, 95-103.

Montgomery, D. J., Heald, G. R., MacNamara, S. R., & Pincus, L. B. (1995). « Malpractice and the communication consultant: A proactive approach», *Management Communication Quarterly*, 8, n° 3, 368-384.

Nelson, R. Alan (1994). «Issues Communication and Advocacy: Contemporary Ethical Challenges», *Public Relations Review*, vol. 20, n°3, 225-231.

Parson, J. (2002). «Ethics and Competitive Intelligence Research», *PR Canada*, August.

Parsons, P. (2007). «Integrating ethics and strategy: Analyzing disease branding», *Corporate Communications: An International Journal*, 12 (3), 267-279.

Parsons, P. (2006). «Advising on Ethics: Who is Responsible? », *PR Canada*, June.

\_\_\_\_\_ «Authorship & Deception», *PR Canada*, May.

Parsons, P. (2005). «Experts for Hire », *PR Canada*, January.

Parsons, P. (2004). «The Subtle Truth», *PR Canada*, May.

\_\_\_\_\_ «The Era of the Ethics Audit», *PR Canada*, March.

Parsons, P. (2003). «PR and Plagiarism», *PR Canada*, December.

\_\_\_\_\_ «The Ethics of Competence», *PR Canada*, November.

\_\_\_\_\_ «Conflict of Interest Revisited», *PR Canada*, October.

\_\_\_\_\_ «Your Personal Code of Ethics», *PR Canada*, June.

\_\_\_\_\_ «Whose Rights are Right?», *PR Canada*, April.

\_\_\_\_\_ «A New Year's Ethics List», *PR Canada*, January.

Parsons, P. (2002). «The Temptations of Moonlighting», *PR Canada*, October.

\_\_\_\_\_ «Persuasion – or Propaganda?», *PR Canada*, September.

\_\_\_\_\_ «Second Guess, Best Guess», *PR Canada*, July.

\_\_\_\_\_ «When Ethics is Window Dressing», *PR Canada*, May.

\_\_\_\_\_ «The Wrong Thing for the Right Reasons», *PR Canada*, April.

\_\_\_\_\_ «Pondering the Ethical Limits of Creativity», *PR Canada*, February.

Parsons, P. (2002). «Communicating strategically in a crisis», *Chief Executive Officer*, 5.

Pearson, R. (1989). «Beyond Ethical Relativism in Public Relations: Coorientation, Rules, and the Idea of Communication Symmetry», In Grunig, J.E. and Grunig, L.A. (Eds.) *Public Relations Research Annual*, Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., vol. 1.

Pearson, R. (1989). «Business Ethics as Communication Ethics: Public Relations Practice and the Idea of Dialogue», In Botan, Carl H., and Hazelton, Vincent, Jr. (Eds.). *Public Relations Theory*, Hillsdale, NJ: Lawrence Erlbaum Associates.

Pearson, R. (1990). «Ethical Values or Strategic Values: The Two Faces of Systems Theory in Public Relations», In Grunig, J.E. and Grunig, L.A.(Eds.) *Public Relations Research Annual*, Hillsdale, NJ: Lawrence Erlbaum Associates, Inc., vol. 2.

Pearson, R. (1989). «Reviewing Albert J. Sullivan's Theory of Public Relations Ethics », *Public Relations Review*. Vol 15 , n° 2, 52-62.

Peek, L., G. Peek, M. Roxas, Y. Robichaud & H. Blanco (2007). « Team Learning and Communication : the Effectiveness of Email-Based Ethics Discussions », *Business Communication Quarterly*, Association for Business Communication, vol. 70, 166-185, June.

Pincus, J *et al.* (1993). «Newspaper Editors' Perceptions of Public Relations: How Business, News and Sports Editors Differ», *Journal of Public Relations Research*, vol. 5, n°1, 27-46.

Pratt, C. (1991). «PRSA members' perceptions of public relations ethics», *Public Relations Review*, vol. 17, n°2, 145-160.

Pratt, C. (1991). «Public Relations: The Empirical Research on Practitioner Ethics», *Journal of Business Ethics*, vol. 10, 229-236.

Pratt, C. B. (1993). «Critique of the Classical Theory of Situational Ethics in U.S. Public Relations», *Public Relations Review*, vol. 19, n° 3, 219-234.

Pratt, C. B. (1994). «Hill & Knowlton's Two Ethical Dilemmas», *Public Relations Review*, vol. 20, n°3, 277-294.

Pratt, C. (1994). Research progress in public relations ethics: An overview. *Public Relations Review*, 20(3), 217-224.

Sallot, L. M., G.T. Cameron et R.A. Weaver Lariscy (1997). «Professional Standards in Public Relations : A Survey of Educators», *Public Relations Review*, vol. 23, n° 3, 197-216.

Schick, T. A. (1996). «Technician Ethics in Public Relations», *Public Relations Quarterly*, Spring.

Seadle, M. (2004). «Copyright in a Networked World: Ethics and Infringement», *Public Relations Review*, vol. 22, n°1, 106-110.

Seeger, M. W. (2001). «Ethics and Communication in Organizational Contexts: Moving from the Fringe to the Center», *American Communication Journal*, vol. 5, n° 1.

Sledzik, W. (1996). «Telling the Truth Under Deadline Pressure: A Practical Approach to Ethics on the Fly», dans *Workshop Workbook: A Continuing Education Manual for Public Relations Professionals*, St. Louis, MO, Public Relations Society of America.

Skinner, C., Mersham, G. & Valin, J. (2003). «Global Protocol on Ethics in Public Relations», *Journal of Communication Management*. Vol 8 n° 1.

Spicer, C. (1993). «Images of Public Relations in the Print Media», *Journal of Public Relations Research*, vol. 5, n° 1, 47-61.

Spicer, C. (2000). «Public Relations in a Democratic Society: Value and Values», *Journal of Public Relations Research*, vol. 12, n°1, 115-130.

Sumpter, R. Et J.W. Jr. Tankard (1994). «The Spin Doctor: An Alternative Model of Public Relations», *Public Relations Review*, vol. 20, n° 1, 19-27.

Trente (Le magazine du journalisme québécois) (2005). *Dossier Influence*, novembre.

Tucker, E et D. Stout (1999). «Teaching Ethics: the Moral Development of Educators». *Journal of Mass Media Ethics*, vol. 14, n°2, 107-118.

Verna, G. (2003). «Information, communication, éthique : deux mondes qui s'affrontent». *Cahier de recherche Risques et Systèmes, N° 56-03*, Centre de recherche de Bordeaux, Ecole de Management.

Wright, D. K. (1989). «Examining Ethical and Moral Values of Public Relations People», *Public Relations Review*, vol. 15, n° 2, 19-33

## 4. Ethics within organizations

### ▪ Published works and studies

Adler, P. A., J. Feldman et R.C. Kohn (dir.) (2000). *L'éthique dans la pratique des sciences humaines: dilemmes*, Paris, Montréal, L'Harmattan.

Arnsperger, C. et P. Van Parijs (2000). *Éthique économique et sociale*, Éditions La Découverte collection Repères, n° 300, Paris.

Ballet, J. et F. De Bry (2001). *L'entreprise et l'éthique*, Editions du Seuil, Paris.

Baumann, J. and D. Menzel (1997). *Teaching Ethics and Values in Public Administration Programs*, State University of New York Press.

Beauchamp, T. L. and B. Norman (2004). *Ethical Theory and Business*, 7th ed. Pearson/Prentice Hall, N.J.

Beauchamp, T. L. (1997). *Case Studies in Business, Society, and Ethics*, 4th ed., N.J., Pearson/Prentice Hall.

Blanchard, K. et N. Pesle (1988). *Éthique et management*, ed. d'Organisation.

Boivert, Y. (dir.) (2007). *L'intervention en éthique organisationnelle: théorie et pratique*, Montréal, Liber.

Boisvert, Y. et al. (2005). *Qu'est-ce que l'éthique publique ?*, Montréal, Liber.

Boivert, Y., M. Jutras, G.A. Legault et A. Marchildon (2003). *Petit manuel d'éthique appliquée à la gestion publique*, Montréal, Liber.

Boisvert, Y. et F. Moreault (dir.) (2003). *Les jeux de transfert de régulation. L'éthique des affaires et la déréglementation*, Québec, Presses de l'Université Laval.

Bolry, P.A. (1998). *L'entreprise humaniste*, Paris, L'Harmattan.

Bowie, N.E. and P. H. Werhane (2005). *Management Ethics*, Malden, MA: Blackwell Publishing.

- Boyer, A. (2002). *L'impossible éthique des entreprises*, Paris, Éditions d'Organisation.
- Cardot, F. (2006). *L'éthique d'entreprise*, coll. Que sais-je ? #3755, Paris, Presses Universitaires de France.
- Carré, E., (1998). *Bilan après une décennie de vague éthique*, Éthique des affaires.
- Claude, J.-F. (1998). *L'éthique au service du management*, Paris, É. Liaisons.
- Cragg, W. (ed.) (2005). *Ethics Codes, Corporations and the Challenge of Globalization*, Toronto, Edward Elgar Publishing.
- Daigne, J.-F. (1991). *L'éthique financière*, Paris, Presses Universitaires de France, Coll. Que sais-je ?, n° 2604.
- Del Vecchio, G. (2003). *A Knight's Code of Business: How to Achieve Character and Competence in the Corporate World*, Paramount Market Publishing.
- Desjardins, J. (2003). *An Introduction to Business Ethics*, New York, NY: McGraw Hill.
- Dienhart, J. W. (1999). *Institutions, Business, and Ethics: a Text with Cases and Readings*, New York, Oxford University Press.
- Donaldson, T. and P.H. Werhane (eds.) (1999). *Ethical Issues in Business: A Philosophical Approach*, 6<sup>th</sup> ed., Upper Saddle River, N.J., Prentice Hall.
- Fisher, C., Lovell, A. (2005). *Business Ethics And Values: Individual, Corporate and International Perspectives*, Prentice Hall, 2<sup>nd</sup> Edition.
- Frederick, R. E. (1999). *A Companion to Business Ethics*, Oxford, Blackwell Companions to Philosophy.
- Gelinier, O. (1991). *L'éthique des affaires. Halte à la dérive!* Paris, Seuil.
- Goodpaster, K.E. (2006). *Conscience and Corporate Culture (Foundations of Business Ethics)*, Wiley-Blackwell.
- Kaptein, M. (2008). *The Living Code: Embedding Ethics into the Corporate DNA*, Greenleaf Publishing.
- Kletz, P. (1997). *L'éthique de l'entreprise peut-elle constituer un objectif managerial pertinent?*, in Sciences de la gestion, HEC, Montréal.

Langlois, L. et al. (dir.) (2005). *Éthique et dilemmes dans les organisations*, Québec, Les Presses de l'Université Laval.

Le Tourneau, P. (2000). *L'éthique des affaires et du management au XXI<sup>e</sup> siècle*, Paris, ed. Dalloz.

Le Net, M. (dir.) (2005). *Anthologie sur l'éthique – Recueil des textes de Octave Géli nier*, Paris, Éthique Éditions.

Longstaff, S. (1997). *Hard cases, tough choices: exploring the ethical landscape of business*, Sydney: Pan Macmillan Australia.

Lordon, F. (2003). *Et la vertu sauvera le monde. Après la débâcle financière, le salut par «l'éthique»*, Paris, Raisons d'agir.

McKague, K. and W. Cragg (2007). *Compendium of Ethics Codes and Instruments of Corporate Responsibility*, Schulich School of Business, York University, Toronto.

Médina, Y. (2003). *La déontologie, ce qui va changer dans l'entreprise*, Paris, Éditions d'Organisation.

Mercier, S. (1999). *L'éthique dans les entreprises*, Repères, Édition La Découverte, Paris.

Müller, D. (1998). *Les éthiques de responsabilité dans un monde fragile*, Montréal-Genève, Fides-Labor et Fides.

Murphy, P. E. (1998). *Eighty Exemplary Ethics Statements*, University of Notre Dame Press.

Narvan, F. et E. L. Pittman (2003). *Corporate Ethics and Sarbanes-Oxley*, Wall Street Lawyer, July.

Nash, L. (1993). *Good Intentions Aside: A Manager's Guide to Resolving Ethical Problems*, Harvard Business School Press, Boston.

Newton, L. H. (1996). *Wake-up Calls: Classic Cases in Business Ethics*, Belmont, CA: Wadsworth Publishing Co.

Olive, D. (1989). *Le temps des purs – Les nouvelles valeurs de l'entreprise*, Montréal, Editions de l'Homme.

Parker, M. (1998). *Ethics & Organizations*, London, Sage Publications.

- Perez, R. (2003). *La gouvernance de l'entreprise*, Paris, La Découverte.
- Pesqueux, Y. et Y. Biefnot (2002). *L'éthique des affaires*, Paris, Éditions d'Organisation.
- Pfeiffer, R. S. (1999). *Ethics on the Job: Cases and Strategies*, Belmont, CA: Wadsworth Publishing Co.
- Piper, T., M. Gentile et S. Parks (1993). *Can Ethics Be Taught? Perspectives, Challenges and Approaches at the Harvard Business School*, Cambridge: Harvard Business School Press.
- Pomeranz, F. (2004). «Ethics: toward Globalization», *Managerial Auditing Journal*, vol. 19, n°1, (janvier 2004), p. 8-14.
- Radest, H. (1989). *Can We Teach Ethics?*, New York, Praeger.
- Seglin, J.L. (2000). *The Good, the Bad and your Business: Choosing Right when Ethical Dilemmas pull you Apart*, New York, John Wiley & Sons, Inc.
- Sims, R. (2002). *Teaching Business Ethics for Effective Learning*, Westport, CT: Quorum Books.
- Traaen, T.J. (2000). *A Matter of Ethics: Facing the Fear of Doing the Right Thing*, Stamford, Conn.: JAI Press.
- Usunier, J.-C. et G. VERNA (1994). *La grande triche. Éthique, corruption et affaires internationales*, Paris, La Découverte.
- Velasquez, M. G. (1998). *Business Ethics: Concepts and Cases*, London: Prentice Hall International.
- Wexler, M. (2000). *Confronting Moral Worlds: Understanding Business Ethics*, Prentice Hall Canada Inc. Scarborough, Ontario.
- Williams, O. F. (ed.) (2000). *Global Codes of Conduct: An Idea Whose Time Has Come*, Notre Dame, IN: Notre Dame University Press.

## ▪ Articles

Apostolou, B. et N. Apostolau (1997). «Heroes as a Context for Teaching Ethics.» *Journal of Education for Business*, vol. 73, n°2, 121-125.

Averas, V. (1996). «L'éthique dans l'entreprise. Essai de définitions et d'évaluation des pratiques actuelles par les codes d'entreprise», *Sciences de la Gestion*, Université de Poitiers.

Bagley, C. E. (2003). «The Ethical Leader's Decision Tree», *Harvard Business Review*, February.

Banaji, M. R., M.H. Bazerman, et D. Chugh (2003). «How (Un) Ethical Are You? », *Harvard Business Review*, December.

Cunningham, W. P. (1998). «The Golden Rule as Universal Ethical Norm», *Journal of Business Ethics*, vol. 17, 105-109.

Daly, S. P. et M. M. Mattila (2000). «Darwin and Ethics: Using Natural Selection to Understand Ethical Business and Organizational Behavior», *Electronical Journal of Business Ethics*, vol. 5, n°1.

Daly, S. P. et M. M. Mattila (2000). «Darwin and Ethics: Using Natural Selection to Understand Ethical Business and Organizational Behavior», *Electronical Journal of Business Ethics*, vol. 5, n°1,

Debroise, A. (2001). «Les codes de conduite, rideau de fumée», *Économie et Humanisme*, n° 359.

Dimitriades, Z. S. (2002). «Business Ethics and Corporate Social Responsibility in the e-Economy: A Commentary», *Electronical Journal of Business Ethics*, vol. 7, n° 1.

Dobson, J. (2002). «Applying Virtue Ethics to Business: The Agent-based Approach», *Electronical Journal of Business Ethics*, vol.9, n°1.

Elias, R.Z. (2004). «The Impact of Corporate Ethical Values on Perceptions of Earnings Management», *Managerial Auditing Journal*, vol. 19, n°1, 84-98.

Faguy, Y. (2005). «Quietly Blowing the Whistle», *The New Canadian Magazine*, November, 35-37.

Farrell, H. et B.J. Farrell (1998). «The Language of Business Code of Ethics: Implications of Knowledge and Power», *Journal of Business Ethics*, vol. 17, 587-601.

Fraedrich, J. et M. Guerts (1990). «Ethical Awareness for the Classroom: A Framework», *Journal of Education for Business*, vol. 66, n°2, 88-93.

Friedman, H. H. (2003). «Creating a Company Code of Ethics: Using the Bible as a Guide», *Electronical Journal of Business Ethics*, Vol. 8, n° 1.

Gardner, H. (2007) «The Ethical Mind. » *Harvard Business Review*, March, 51-56.

Gaumnitz, B.R. et J.C. Lere. (2004). «A Classification Scheme for Codes of Business Ethics», *Journal of Business Ethics*, Vol. 49, n° 4, 329-335.

Kaptein, M. (2004). «Business Codes of Multinational Firms: What Do They Say?», *Journal of Business Ethics*, Vol. 50, n° 1, 13-31.

Lecours, P. (1995). «L'éthique des affaires comme problématique sociale : une analyse sociologique», *Ethica*, vol. 17, n° 1, 59-80.

Lencioni, P. M. (2002). «Make Your Values Mean Something», *Harvard Business Review*, July.

Lurie, Y. (2004). «Humanizing Business through Emotions: On the Role of Emotions in Ethics», *Journal of Business Ethics*, vol. 49, n°1, 1-11.

Manokha, I. (2004). «Corporate Social Responsibility: A New Signifier? An Analysis of Business Ethics and Good Business Practice», *Politics*, vol. 24, n° 1, 56-64.

Morris, D. (2004). «Defining a Moral Problem in Business Ethics», *Journal of Business Ethics*, vol. 8, N°3, S354-S362.

Murphy, J. et W. Swenson (2003). «Twenty Questions to Ask about Your Code of Conduct», *Ethikos and Corporate Conduct Quarterly*, July/August.

Paine, L. S. (1994). «Managing for Organizational Integrity», *Harvard Business Review*, March-April, 106-117.

Pesqueux, Y. et B. Ramanantsoa (1995). « La situation de l'éthique des affaires en France », *Revue éthique des affaires*, n° 1, 15-26.

Pomeranz, F. (2004). «Ethics: Toward Globalization», *Managerial Auditing Journal*, vol. 19, n°1, 8-14.

Roxas, M.L. et J.Y. Stoneback (2004). «The Importance of Gender Across Cultures in Ethical Decision-making», *Journal of Management Development*, vol. 50, n° 2, 149-165.

Smith, P. (1996). «The Value of Ethics Education in Business School Curriculum», *College Student Journal*, vol. 30, n°3, 274-284.

Schwartz, M. S. (2005). «Universal Moral Values for Corporate Code of Ethics», *Journal of Business Ethics*, vol. 59, 27-44.

Schwartz, M. (2001). «The Nature of the Relationship Between Corporate Codes of Ethics and Behavior», *Journal of Business Ethics*, vol. 32, 247-262.

Schwartz, M.S. (2003). «The Development of a Model Code for Ethics Professionals», *Professional Ethics*, vol. 11, 3-16.

Seeger, M. & Ulmer, R. R. (2001). «Virtuous Responses to Organizational Crisis», *Journal of Business Ethics*, 31, 369-376.

Snoeyenbos, M. H. (1992). «Integrating Ethics into the Business School Curriculum», *Journal of Management Development*, vol. 11, n°4.

Sommer, M. J. (2001). «Ethical Codes of Conduct and Organizational Context: A Study of the Relationship Between Codes of Conduct, Employee Behaviour and Organizational Rules», *Journal of Business Ethics*, vol. 30, p. 185-195.

Stevens, B. (1994). «An analysis of corporate ethical code studies: Where do we go from here», *Journal of Business Ethics*, 13, 63-72.

Strong, K. C., Ringer, R. C., & Taylor, S. A. (2001). «The rules of stakeholder satisfaction», *Journal of Business Ethics*, 32, 219-230.

Tucker, L. R., V. Stathakopolous et H. Ch. Patti (1999). «A Multidimensional Assessment of Ethical Codes: The Professional Business Association Perspective», *Journal of Business Ethics*, vol. 19, 287-300.

---

Gestion – Revue internationale de gestion, *L'éthique en gestion: au-delà de la réglementation*, Printemps 2007, vol. 32, n° 1.

## **5. Newsletters – Trade journals**

Bulletin réflexif - Institut québécois d'éthique appliquée

Business Ethics Quarterly

Cahier Ethos - Groupe de recherche Ethos Université du Québec à Rimouski

CRO E-newsletter

Electronical Journal of Business Ethics and Organization Studies

Entreprise éthique - Cercle d'Éthique des Affaires

Ethical Corporation Newsletter

Ethical Space - The International Journal of Communication Ethics

Ethikos And Corporate Conduct Quarterly

Ethics & International Affairs Journal - Carnegie Council on Ethics and International Affairs

Ethics Today

Éthique et économique

Ethique publique – Revue internationale d'éthique sociétale et gouvernementale

Ethix – Center for Integrity in Business

International Journal of Business Governance and Ethics

Journal of Business Ethics

Journal of Mass Media Ethics

Les ateliers de l'éthique - la revue du CRÉUM

Les Cahiers de l'Éthique - Cercle d'Éthique des Affaires

PR Watch

Revue Ethica

Centre for Sustainable Development, Ethics and Communications  
Chair in Public Relations and Marketing Communication

Université du Québec à Montréal  
C.P. 8888, Succursale Centre-Ville  
Montréal (Québec) H3C 3P8 CANADA

[www.crp.uqam.ca](http://www.crp.uqam.ca)

© 2009, Centre for Sustainable Development, Ethics and Communications