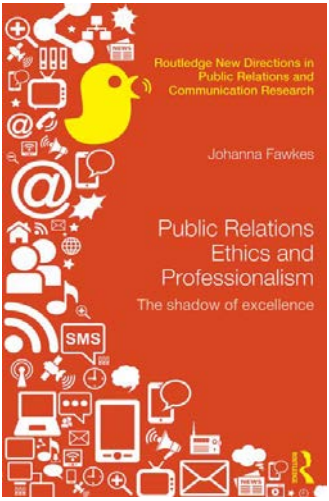
Charles Sturt University

The Vice Chancellor of Charles Sturt University, Professor Andrew Vann, warmly invites you to the book launch of *Public Relations Ethics and Professionalism: The shadow of excellence*, by CSU senior lecturer in Public Relations, Dr Johanna Fawkes, on Tuesday 9 December, 2014 at the St James Ethics Centre, Level 2, Legion House, 161 Castlereagh Street, Sydney from 2pm-4pm.



Refreshments will be provided.

Dr Fawkes' book offers new insights into old questions concerning the role of professions in society and the role of ethics in professions, with particular attention to the field of public relations. She takes a Jungian perspective, arguing that professional ethics needs to move beyond the ideal to engage with the shadow. The book has been enthusiastically endorsed by European and United States academics in the public relations and ethics fields. Published by Routledge in the New Directions in Public Relations and Communication Research series, it will be available soon through Co-op Bookshops. For more information visit http://www.taylorandfrancis.com/books/details/9780415630382/.

Please call Donald Alexander on 0405 125 378 or email dalexander@csu.edu.au if you wish to accept this invitation.