

## Foreword

The effort to reach the “*summum bonum*” is the responsibility that discreet people have felt on their shoulders for centuries, like the Atlas carrying the sky. Although the world is not a perfect place, it would not have been better than if there weren’t anyone looking for ways to achieve absolute goodness. Maybe we owe being human to it. The book you are holding is the product of such anxiety.

*Multidisciplinary Approaches to Ethics in the Digital Era* was created with the great effort of two valuable academicians, Taskiran and Pinarbasi, and significant and sensitive academicians’ contributions provide a useful window on ethics. The book consists of three sections: “Contemporary Ethical Approaches for Post-Moral Issues”, “Ethics in the Media and Marketing World of the Post-Truth Era”, and “Business Ethics as a Changing Phenomenon in its Historical Depth”. The first section allocates to concepts such as “political life”, “environment”, “animals”, “cybersecurity”, and “health”. The second section investigates the changing media and marketing. The third section focuses on business ethics, historical background, organizational culture, and the tourism industry.

The complications in ethics are both challenging and interesting. Professionals are working on them to provide new solutions in the face of current issues. Therefore, the “*Multidisciplinary Approaches to Ethics in the Digital Era*” is a valuable source that provides professionals, scholars, and students with knowledge of ethical developments. This book is a good start in that current direction.

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