

The Global War On Tobacco: Mapping The World's First Public Health Treaty

Jordan Goodman explores the historical transformation of tobacco from Amerindian shamanism to global capitalism, from the food of the spirits to the fatal epidemic, from the rough pipe and cigar to the modern-day cigarette. This scholarly and comprehensive survey combines up-to-date published work with primary research to provide a systematic way of understanding current debates from a historical perspective. Goodman draws on a wide range of disciplines to present a history that explores larger themes, such as colonialism, consumerism, medical discourse and multinational enterprise. The book reveals the complex web of dependence and relationships surrounding this controversial commodity.

On October 12, 1492, after an arduous voyage, his crew near mutinous, his provisions exhausted, Christopher Columbus landed on a small island he believed to be part of China. He was met by representatives of the local tribe who offered him gifts of beads, fruit and dried leaves. He threw the latter in the sea. But Columbus and his crew did not remain ignorant of these leaves' powers or purpose for long. LA DIVA NICOTINA traces the history of our relationship with a plant whose only function is to stimulate, from its beginnings amongst the ancient civilisations of South America to the present day. From Mayan gods to Marlboro Man, from Casanova to President Clinton, LA DIVA NICOTINA examines the roles tobacco has played in its long association with men and women, including its functions as spiritual messenger, as sexual ambassador, as a cure for cancer, global currency and ultimately as an assassin. Ever since the arrival of Christopher Columbus in the Americas, tobacco has been central to western civilisation, and in some cases has been the cause of revolutions and the birth of nations. Tracing its development from ritual refreshment to universal habit, LA DIVA NICOTINA is a fascinating and witty dissection of this dangerously seductive plant.

Advocating Social Change through International Law explores the strategic use of hard and soft international law to advocate for social change in a variety of contexts, including for example human rights, international criminal prosecutions, environmental protection, public health, and financial regulation.

Charting the dramatic and complex history of tobacco politics in California between 1975 and 2000, this text provides a graphic demonstration of the successes and failures of both the tobacco industry and public health forces.

Tobacco in History

Mapping the World’s First Public Health Treaty

Origins and Evolution of British American Tobacco, 1880-1945

Proceedings of the Seventh World Conference on Tobacco and Health, 1st-5th April 1990, Perth, Western Australia

Improving Global Health

The Biology and Behavioral Basis for Smoking-attributable Disease : a Report of the Surgeon General

An Intimate History of Corporate Imperialism

Research in the past five years suggests a bleak picture of the health dangers of smoking, with tobacco the biggest single killer of all forms of pollution. It is estimated that one person dies every ten seconds due to smoking-related diseases. This publication considers the history and current position regarding tobacco use, as well as providing some predictions for the future of the tobacco epidemic upto the year 2050. It contains a number of full-colour world maps and graphics to illustrate the variations between countries and regions. Issues discussed include: tobacco prevalence and consumption; youth smoking; the economics of tobacco farming and manufacturing; smuggling; the tobacco industry, promotion, profits and trade; smokers’ rights; legislative action such as smoke-free areas, tobacco advertising bans and health warnings.

The Global War on TobaccoMapping the World’s First Public Health TreatyJohns Hopkins University Press+ORM

The first major book by political scientists explaining global tobacco control policy. It identifies a history of minimal tobacco control then charts the extent to which governments have regulated tobacco in the modern era. It identifies major policy change from the post-war period and uses theories of public policy to help explain the change.

This report considers the biological and behavioral mechanisms that may underlie the pathogenicity of tobacco smoke. Many Surgeon General's reports have considered research findings on mechanisms in assessing the biological plausibility of associations observed in epidemiologic studies. Mechanisms of disease are important because they may provide plausibility, which is one of the guideline criteria for assessing evidence on causation. This report specifically reviews the evidence on the potential mechanisms by which smoking causes diseases and considers whether a mechanism is likely to be operative in the production of human disease by tobacco smoke. This evidence is relevant to understanding how smoking causes disease, to identifying those who may be particularly susceptible, and to assessing the potential risks of tobacco products.

A Doctor’s Gamble to Save Millions of Lives

Preventing Tobacco Use Among Youth and Young Adults

Fighting Drinks, Drugs, and 'Immorality'

Global Tobacco Control

How Tobacco Smoke Causes Disease

Women and Tobacco

A Political History

If current patterns of tobacco use persist, 10 million people will die worldwide by 2030 from tobacco related causes, half of them in developing countries.The best means of control is prevention and the Life Skills programmes are designed to give young people the information to resist the social and media pressures that encourage tobacco use.

Required reading for anyone wishing to be conversant with tobaccocontrol policy, the book is edited by Kenneth E. Warner—deanof the School of Public Health at the University of Michigan and aleading tobacco policy researcher—who leads with an overviewof the field. Warner’s overview is supported byreprints of some of the field’s most significant articles, written by leading scholars and practitioners.

The topics discussedare: Taxation and Price Clean Indoor Air Laws Advertising, Ad Bans, and Counteradvertising Possession, Use, and Purchase (PUP) Laws and Sales toMinors Cessation Policy Comprehensive State Laws

Rev. ed. of: Tobacco and public health: science and policy. 2004.

This dissertation examines the coproduction of epistemic and regulatory authority in the field of global health using the case of international tobacco control. In 2005, the world’s first public health treaty -- the Framework Convention on Tobacco Control (FCTC) -- was brought into force by the World Health Organization (WHO). Unanimously adopted by the World Health Assembly in 2003, the FCTC has since become one of the most widely and rapidly adopted treaties in the history of the United Nations. The success of the treaty is frequently attributed to its "unequivocal evidence base" and, as a result, the FCTC is frequently seen primarily as a technical accomplishment. However, the evidence base of global tobacco control has been built on a very particular economic valuing of human life that emerged with the introduction of the Disability Adjusted Life Year (DALY) metric by the World Bank in 1993. The development of the DALY metric, coupled with organizational reconfigurations in the field of world health, instantiated cost-effectiveness as a dominant logic and enabled tobacco control to rise to prominence on the WHO's agenda. At the same time, the international movement for tobacco control began to gain traction as new political and discursive opportunity structures arose amidst WHO reform during the last 1990s. The dissertation argues that the accomplishment of the FCTC is much more than an evidence-based technical accomplishment: it represents the institutionalization of a new way of quantifying disease, economizing life and governing health on a global scale and a key moment in the transition from a post-war configuration of international health to the contemporary neoliberal global health order. Drawing on a range of textual sources, participant observations and interviews with key actors, the dissertation attends to the economization of life by tracing the epistemological, social and political dimensions of the development of the FCTC treaty. Its findings contribute to interdisciplinary scholarship on the history of world health, critical studies of global health and social studies of the relationship between science and policy -- or between knowledge and power -- including science and technology studies, biopolitics and social studies of globalization and postcolonialism.

The Environmental Trends That Are Shaping Our Future

Inside the California Battles

The Oxford Handbook of Global Health Politics

Science and Policy

Patterns and National Context in Ten Countries

Vital Signs 1998-1999

“A rich, complex history . . . Deeply engaging and witty”(Los Angeles Times). Long before Columbus arrived in the New World, tobacco was cultivated and enjoyed by the indigenous inhabitants of the Americas, who used it for medicinal, religious, and social purposes. But when Europeans began to colonize the American continents, it became something else entirely—a cultural touchstone of pleasure and success, and a coveted commodity that would transform the world economy forever. Iain Gately’s Tobacco tells the epic story of an unusual plant and its unique relationship with the history of humanity, from its obscure ancient beginnings, through its rise to global prominence, to its current embattled state today. In a lively narrative, Gately makes the case for the tobacco trade being the driving force behind the growth of the American colonies, the foundation of Dutch trading empire, the underpinning cause of the African slave trade, and the financial basis for victory in the American Revolution. Well-researched and wide-ranging, Tobacco is a vivid and provocative look at the surprising roles this plant has played in the culture of the world. “Ambitious . . . informative and perceptive . . . Gately is an amusing writer, which is a blessing.” —The Washington Post “Documents the resourcefulness with which human beings of every class, religion, race, and continent have pursued the lethal leaf.” —The New York Times Book Review

The U.S. scientific community has long led the world in research on such areas as public health, environmental science, and issues affecting quality of life. These scientists have produced landmark studies on the dangers of DDT, tobacco smoke, acid rain, and global warming. But at the same time, a small yet potent subset of this community leads the world in vehement denial of these dangers. Merchants of Doubt tells the story of how a loose-knit group of high-level scientists and scientific advisers, with deep connections in politics and industry, ran effective campaigns to mislead the public and deny well-established scientific knowledge over four decades. Remarkably, the same individuals surface repeatedly—some of the same figures who have claimed that the science of global warming is “not settled” denied the truth of studies linking smoking to lung cancer, coal smoke to acid rain, and CFCs to the ozone hole. “Doubt is our product,” wrote one tobacco executive. These “experts” supplied it. Naomi Oreskes and Erik M. Conway, historians of science, roll back the rug on this dark corner of the American scientific community, showing how ideology and corporate interests, aided by a too-compliant media, have skewed public understanding of some of the most pressing issues of our era.

The story of tobacco’s fortunes seems simple: science triumphed over addiction and profit. Yet the reality is more complicated—and more political. Historically it was not just bad habits but also the state that lifted the tobacco industry. What brought about change was not medical advice but organized pressure: a movement for nonsmoker’s rights.

First Published in 1998. Routledge is an imprint of Taylor & Francis, an informa company.

Intellectual Property and Trade in the Pacific Rim

Tobacco and Public Health

Power, Policy, Governance and Transfer

Tobacco Control and Marketing

The Global War on Tobacco

A "life Skills" Primer

Tobacco & Health 1990, the Global War

Smoke and Mirrors: The Canadian tobacco war

Explores the many special issues that surround the impact of tobacco use on the health and well-being of women. Concentrates on the gender-specific factors that help explain why girls and women smoke and how tobacco damages their health. Covers all dimensions of the problem, ranging from conditions in developing countries that deter female smoking to the reasons why women may find it more difficult to quit than men. The impact of the tobacco industry's efforts to recruit female smokers is also considered. The health and economic costs of tobacco use in military and veteran populations are high. In 2007, the Department of Veterans Affairs (VA) and the Department of Defense (DoD) requested that the Institute of Medicine (IOM) make recommendations on how to reduce tobacco initiation and encourage cessation in both military and veteran populations. In its 2009 report, Combating Tobacco in Military and Veteran Populations, the authoring committee concludes that to prevent tobacco initiation and encourage cessation, both DoD and VA should implement comprehensive tobacco-control programs.

What if we could save 95% of the lives lost to tobacco use every year? What if that meant working with big tobacco instead of against it? Dr. Derek Yach has dedicated his life’s work saving lives. Now, after years of crusading against big tobacco, Dr. Yach has chosen to work with Philip Morris to drastically cut tobacco deaths. Find out how in his new book, Project Unthinkable: A Global Health Crusader’s Unusual Journey to Save Lives. This book tells the story of how Dr. Yach emerged from a South Africa ripped apart by apartheid to lead the global war against tobacco at the World Health Organization. He won. Then he stunned his colleagues by accepting a job at Pepsi where he hoped to help the CEO transform it into a healthier organization. By then, Yach was convinced that he could do more to help save lives from inside a company than from the outside. His last move is the most controversial of all. In 2017, he joined forces with PMI, his former tobacco enemy, to help end combustible cigarettes, and the horrible death toll that goes with them, for good. It’s a dramatic story of a health crusader who sees that his enemy is ready for change, and then crosses the line to make it happen.

The Story of how Tobacco Seduced the World

Merchants of Doubt

The Canadian Tobacco War

Tobacco-free Youth

The Tobacco Syndemic in Oceania

Governing Global Health

Drinking Smoke

Improving Global Health is the third in a series of volumes-Patterns of Potential Human Progress-that uses the International Futures (IFs) simulation model to explore prospects for human development: how development appears to be unfolding globally and locally, how we would like it to evolve, and how better to assure that we move it in desired directions. Earlier volumes addressed the reduction of global poverty and the advance of global education. Volume 3 sets out to tell a story of possible futures for the health of peoples across the world. Questions the volume addresses include: -What health outcomes might we expect given current patterns of human development? -What opportunities exist for intervention and the achievement of alternate health futures? -How might improved health futures affect broader economic, social, and political prospects of countries, regions, and the world?

This book contains the guidelines adopted by the Conference of the Parties. These seven guidelines cover a wide range of provisions of the WHO Framework Convention on Tobacco Control, such as: the protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry; protection from exposure to tobacco smoke; packaging and labelling of tobacco products; and tobacco advertising, promotion and sponsorship; and demand reduction measures concerning tobacco dependence and cessation. These guidelines are intended to help Parties to meet their obligations under the respective provisions of the Convention. They reflect the consolidated views of Parties on different aspects of implementation, their experiences and achievements, and the challenges faced. The guidelines also aim to reflect and promote best practices and standards that governments would benefit from in the treaty-implementation process.

This report focuses on topics and issues related to the global use of tobacco. It consists of an introduction and six major sections. These sections deal with: (1) the epidemic rate at which smoking is spreading, indicating that the global rate has grown nearly 75 percent over the past two decades and is growing at 2.1 percent per year, faster than world population growth; (2) health factors, indicating that lung cancer is predominantly a disease of smoking and showing the international correlation between cigarette consumption and lung cancer deaths after 20 years of smoking; (3) sidestream smoke (which wafts from a smoker’s cigarette to an involuntary smoker) and its effects on others, indicating that passive smoking has been correlated with lung cancer in nonsmoking spouses of smokers in more than 10 studies; (4) effects on children, indicating that in one United States survey, smokers gave birth to underweight babies twice as often as other women did; (5) antismoking efforts to date; and (6) stronger measures, such as banishing tobacco by prohibiting tobacco from workplaces and public buildings. Data tables are included when applicable, for example, on cigarette use in selected countries (1984), and smoking among United States males by educational level (1982). (JN)

The invention of mass marketing led to cigarettes being emblazoned in advertising and film, deeply tied to modern notions of glamour and sex appeal. It is hard to find a photo of Humphrey Bogart or Lauren Bacall without a cigarette. No product has been so heavily promoted or has become so deeply entrenched in American consciousness. And no product has received such sustained scientific scrutiny. The development of new medical knowledge demonstrating the dire harms of smoking ultimately shaped the evolution of evidence-based medicine. In response, the tobacco industry engineered a campaign of scientific disinformation seeking to delay, disrupt, and suppress these studies. Using a massive archive of previously secret documents, historian Allan Brandt shows how the industry pioneered these campaigns, particularly using special interest lobbying and largesse to elude regulation. But even as the cultural dominance of the cigarette has waned and consumption has fallen dramatically in the U.S., Big Tobacco remains securely positioned to expand into new global markets. The implications for the future are vast: 100 million people died of smoking-related diseases in the 20th century; in the next 100 years, we expect 1 billion deaths worldwide.

The Global Cigarette

Tobacco War
The Cigarette Century
A Report of the Surgeon General
Tobacco

Hearing Before the Committee on Health, Education, Labor, and Pensions, United States Senate, One Hundred Tenth Congress, First Session on Examining S. 625, to Protect the Public Health by Providing the Food and Drug Administration with Certain Authority to Regulate Tobacco Products, February 27, 2007
Life-Course Smoking Behavior

In the 1880s, tobacco industries were revolutionised by mechanised production. This study charts how these innovations led to the formation in 1902 of the British American Tobacco Company.

This book places vice and vice regulation in their global social and cultural contexts at the turn of the twentieth century.

The tobacco industry has capitalized on numerous elements of globalization—including trade liberalization, foreign direct investment, and global communications—to expand into countries where effective tobacco control programs are not in place. As a consequence, tobacco is currently the leading cause of preventable death in the world. Each year, it kills more people than HIV, malaria, and tuberculosis combined. Amid evidence of an emerging pandemic, a committed group of public health professionals and institutions sought in the mid-1990s to challenge the tobacco industry's expansion by negotiating a binding international law under the auspices of the World Health Organization. The WHO Framework Convention on Tobacco Control (FCTC)—the first collective global response to the causation of avoidable chronic disease—was one of the most quickly ratified treaties in United Nations history. In *The Global War on Tobacco*, Heather Wipfli tells the engaging story of the FCTC, from its start as an unlikely civil society proposal to its enactment in 178 countries as of June 2014. Wipfli also reveals how globalization offers anti-tobacco advocates significant cooperative opportunities to share knowledge and address cross-border public health problems. The book—the first to delve deeply into the origin and development of the FCTC—seeks to advance understanding of how non-state actors, transnational networks, and international institutionalization can impact global governance for health. Case studies from a variety of diverse high-, middle-, and low-income countries provide real-world examples of the success or failure of tobacco control. Aimed at public health professionals and students, *The Global War on Tobacco* is a fascinating look at how international relations is changing to respond to the modern global marketplace and protect human health. -- Frank J. Chaloupka IV, Institute for Health Research and Policy, University of Illinois'

Protecting and promoting health is inherently a political endeavor that requires a sophisticated understanding of the distribution and use of power. Yet while the global nature of health is widely recognized, its political nature is less well understood. In recent decades, the interdisciplinary field of global health politics has emerged to demonstrate the interconnections of health and core political topics, including foreign and security policy, trade, economics, and development. Today a growing body of scholarship examines how the global health landscape has both shaped and been shaped by political actors and structures. The *Oxford Handbook of Global Health Politics* provides an authoritative overview and assessment of research on this important and complicated subject. The volume is motivated by two arguments. First, health is not simply a technical subject, requiring evidence-based solutions to real-world problems, but an arena of political contestation where norms, values, and interests also compete and collide. Second, globalization has fundamentally changed the nature of health politics in terms of the ideas, interests, and institutions involved. The volume comprises more than 30 chapters by leading experts in global health and politics. Each chapter provides an overview of the state of the art on a given theoretical perspective, major actor, or global health issue. The Handbook offers both an excellent introduction to scholars new to the field and also an invaluable teaching and research resource for experts seeking to understand global health politics and its future directions.

Advocating Social Change through International Law

The Tobacco Atlas

Legislative Action to Combat the World Smoking Epidemic

Tobacco and Health 1990

Golden Holocaust

Cigarettes, Inc.

Guidelines for Implementation of Article 5. 3, Articles 8 To 14

This book comprehensively covers the science and policy issues relevant to one of the major public health disasters of modern times. It pulls together the aetiology and burden of the myriad of tobacco related diseases with the successes and failures of tobacco control policies. The book looks at lessons learnt to help set health policy for reducing the burden of tobacco related diseases. The book also deals with the international public health policy issues which bear on control of the problem of tobacco use and which vary between continents. The editors are an international group distinguished in the field of tobacco related diseases, epidemiology, and tobacco control. The contributors are world experts drawn from the various clinical fields. This major reference text gives a unique overview of one of the major public health problems in both the developed and developing world. The book is directed at an international public health and epidemiology audience including health economists and those interested in tobacco control.

This book considers the impact of the Trans-Pacific Partnership [TPP] on intellectual property and trade. The book focuses upon the debate over copyright law, intermediary liability, and technological protection measures. The text examines the negotiations over trade mark law, cybersquatting, geographical indications and the plain packaging of tobacco products. It explores the debate over patent law and access to essential medicines, data protection and biologics, and the protection of trade secrets. In addition, the book investigates the treatment of Indigenous intellectual property, access to genetic resources, and plant breeders' rights.

Traditional narratives of capitalist change often rely on the myth of the willful entrepreneur from the global North who transforms the economy and delivers modernity—for good or ill—to the rest of the world. With *Cigarettes, Inc.*, Nan Enstad upends this story, revealing the myriad cross-cultural encounters that produced corporate life before World War II. In this startling account of innovation and expansion, Enstad uncovers a corporate network rooted in Jim Crow segregation that stretched between the United States and China and beyond. *Cigarettes, Inc.* teams with a global cast—from Egyptian, American, and Chinese entrepreneurs to a multiracial set of farmers, merchants, factory workers, marketers, and even baseball players, jazz musicians, and sex workers. Through their stories, *Cigarettes, Inc.* accounts for the cigarette's spectacular rise in popularity and in the process offers nothing less than a sweeping reinterpretation of corporate power itself.

This Surgeon General's report details the causes and the consequences of tobacco use among youth and young adults by focusing on the social, environmental, advertising, and marketing influences that encourage youth and young adults to initiate and sustain tobacco use. This is the first time tobacco data on young adults as a discrete population have been explored in detail. The report also highlights successful strategies to prevent young people from using tobacco.

The Need for FDA Regulation of Tobacco

The Trans-Pacific Partnership

Science, Policy and Public Health

Tobacco Control Policy

WHO Framework Convention on Tobacco Control

Exploring the Choice between Hard and Soft International Law

Combating Tobacco Use in Military and Veteran Populations

Tobacco kills 5 million people every year and that number is expected to double by the year 2020. Despite its enormous toll on human health, tobacco has been largely neglected by anthropologists. *Drinking Smoke* combines an exhaustive search of historical materials on the introduction and spread of tobacco in the Pacific with extensive anthropological accounts of the ways Islanders have incorporated this substance into their lives. The author uses a relatively new concept called a syndemic—the synergistic interaction of two or more afflictions contributing to a greater burden of disease in a population—to focus at once on the health of a community, political and economic structures, and the wider physical and social environment and ultimately provide an in-depth analysis of smoking's negative health impact in Oceania. In *Drinking Smoke* the idea of a syndemic is applied to the current health crisis in the Pacific, where the number of deaths from coronary heart disease, cancer, diabetes, and chronic obstructive pulmonary disease continues to rise, and the case is made that smoking tobacco in the form of industrially manufactured cigarettes is the keystone of the contemporary syndemic in Oceania. The author shows how tobacco consumption (particularly cigarette smoking after World War II) has become the central interstitial element of a syndemic that produces most of the morbidity and mortality Pacific Islanders suffer. This syndemic is made up of a bundle of diseases and conditions, a set of historical circumstances and events, and social and health inequities most easily summed up as “poverty.” He calls this the tobacco syndemic and argues that smoking is the crucial behavior—the “glue”—holding all of these diseases and conditions together. *Drinking Smoke* is the first book-length examination of the damaging tobacco syndemic in a specific world region. It is a must-read for scholars and students of anthropology, Pacific studies, history, and economic globalization, as well as for public health practitioners and those working in allied health fields. More broadly the book will appeal to anyone concerned with disease interaction, the social context of disease production, and the full health consequences of the global promotional efforts of Big Tobacco.

Despite efforts to curb tobacco use, global tobacco addiction remains as strong as ever. Smoking rates are declining very slowly in advanced countries, and they are increasing in the developing world. Yet, researchers still do not fully understand what drives smoking decisions. *Life-Course Smoking Behavior* presents smoking trajectories of different generations of women and men from ten of the world's most visible countries, with nation-specific representative samples spanning more than eighty years of recent history. To inspire hypotheses on the determinants of smoking behavior, the authors place these data in economic, political, social, and cultural contexts, which differ greatly both across countries at a particular time and over time in a given country. Though significant research has been conducted on smoking statistics and tobacco control policies, most descriptions of smoking behavior rely on cross-sectional “snapshot” data that do not track individuals' habits throughout their lifespan. Lillard and Christopoulos's work is a unique and necessary text in its comparative life-course approach, making it a long overdue complement to the existing literature.

The great cause of global health is in Robert Proctor s debt. "Golden Holocaust" is a model of impassioned scholarly research and advocacy. As Proctor so powerfully demonstrates, the time has come to hold the tobacco industry accountable for the massive disease, debility, and death that they produce around the world. --Allan M. Brandt, author of "The Cigarette Century" "Robert Proctor unpacks the sad history of an industrial fraud. His tightly reasoned exploration touches on all topics on which the tobacco makers lied repeatedly to Congress and the public."--Don Kennedy, President Emeritus, Stanford University and former Editor, "Science" "This book is a remarkable compendium of evil. It will keep you spinning from page one through the last with a detailed description of how one of the most notorious industries in American history deceived and manipulated the public, the politicians, and the scientific community into allowing an age-old toxin to be breathed directly into the lungs of millions of Americans. It is the type of book that makes you wonder how, in God s name, this could have happened?"--David Rosner, author of "Deceit and Denial" "Proctor powerfully documents how a small number of tobacco companies caused a tragic, global epidemic. His account of this history and of the 'lessons learned' is relevant to the ongoing effort to end the tobacco epidemic and to efforts to control emerging pandemics of non-communicable diseases." --Jonathan M. Samet, M.D., M.S., Director, Institute for Global Health, University of Southern California Proctor weaves together the public historical record with inside details and insights from thousands of once secret industry documents. Anyone who cares about health, deception, science or politics will learn something new from this book. --Stanton A. Glantz, Professor of Medicine, UC San Francisco, and author of "The Cigarette Papers" "A powerful indictment of the world's deadliest industry"--John R. Seffrin, PhD, Chief Executive Officer, American Cancer Society "By carefully analyzing formerly secret industry documents, Proctor has shown how cigarette manufacturers knew that the "filters" on virtually all cigarettes sold today are utterly fraudulent. His call for a ban is likely to change how we think about such devices; this excellent book is a must read for tobacco control and environmental activists alike."--Thomas E. Novotny, MD MPH, Former US Assistant Surgeon General and CEO, Cigarette Butt Pollution Project. "Scholarly yet eminently readable, indeed gripping, this book asks us to consider what the end game for tobacco might look like. A must-read for policy makers and public health officials, and for anyone struggling against the tobacco industry in the field."--Professor Judith Mackay, Senior Advisor, World Lung Foundation, Hong Kong, China SAR" "The machine-rolled cigarette is the single most deadly consumer product ever made. Proctor's powerful, witty, and wide-ranging book shows how we came to accept as normal the promotion and use of products that have caused a global epidemic of disease and death. But more importantly, he outlines a way to end this grim chapter in human history."--Ruth E. Malone, RN, PhD, FAAN, Editor, "Tobacco Control" This is the most important book on smoking in fifty years. Proctor s unique mix of scholarship, readability, wit and political understanding tells a no-holds-barred story with conclusions that governments cannot afford to ignore. It will change the course of public health history. --Professor Mike Daube, President, Australian Council on Smoking and Health "Proctor draws masterfully from a vast archive of documents wrested from the industry, including many never before discussed, and mounts an unforgettable case about what the tobacco industry has done and what we must do about it. This is the book to help us understand what we must do to save lives."--Peter Galison, author of "Einstein's Clocks, Poincare s Maps" ""Golden Holocaust" will stand indelibly as a landmark in the field of medicine and the history of science. It is a monument of committed scholarship and cool passion, making brilliant use of the new technics of data-mining to reveal a terrible calculus, while giving the lie to claims that advocacy must be the enemy of objectivity. Lives, far too many lives, depend on what this book contains."--Iain Boal, Birkbeck College, London and Guggenheim Fellow in Science and Technology "Robert Proctor draws an unvarnished conclusion: that the tobacco industry, and the men who led it, were evil, plain and simple. They knowingly sold a product that, when used as intended, killed people. And then they conspired to suppress the evidence. Not everyone will agree with Proctor, but anyone interested in the intertwined issues of science and health, and culture and commerce, needs to read this book."--Naomi Oreskes, coauthor of "Merchants of Doubt" Robert Proctor lays bare the deliberate choices made by the tobacco companies to addict their customers and cause premature death. Here is clarity to the unprecedented scientific fraud perpetrated by the tobacco industry. --William A. Farone, Ph.D. Chairman, Applied Power Concepts, Inc. (formerly Director of Scientific Research for Philip Morris USA, 1977-1984). "

Smoke & Mirrors

Global Anti-Vice Activism, 1890-1950

Knowledge and Power in the Global Tobacco Epidemic

Hearings Before the Subcommittee on Health and the Environment of the Committee on Energy and Commerce, House of Representatives, One Hundred First Congress, Second Session, May 17, 1990--U.S. Tobacco Export and Marketing Practices; July 12, 1990--Tobacco Control and Health Protection Act (H.R. 5041).

Origins of the Cigarette Catastrophe and the Case for Abolition

Banishing Tobacco

The Rise, Fall, and Deadly Persistence of the Product That Defined America