



Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris

Richard Kluger

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No book before this one has rendered the story of cigarettes -- mankind's most common self-destructive instrument and its most profitable consumer product -- with such sweep and enlivening detail.

Here for the first time, in a story full of the complexities and contradictions of human nature, all the strands of the historical process -- financial, social, psychological, medical, political, and legal -- are woven together in a riveting narrative. The key characters are the top corporate executives, public health investigators, and antismoking activists who have clashed ever more stridently as Americans debate whether smoking should be closely regulated as a major health menace.

We see tobacco spread rapidly from its aboriginal sources in the New World 500 years ago, as it becomes increasingly viewed by some as sinful and some as alluring, and by government as a windfall source of tax revenue. With the arrival of the cigarette in the late-nineteenth century, smoking changes from a luxury and occasional pastime to an everyday -- to some, indispensable -- habit, aided markedly by the exuberance of the tobacco huskers.

This free-enterprise success saga grows shadowed, from the middle of this century, as science begins to understand the cigarette's toxicity. Ironically the more detailed and persuasive the findings by medical investigators, the more cigarette makers prosper by seeming to modify their product with filters and reduced dosages of tar and nicotine.

We see the tobacco manufacturers come under intensifying assault as a rogue industry for knowingly and callously plying their hazardous wares while insisting that the health charges against them (a) remain unproven, and (b) are universally understood, so smokers indulge at their own risk.

Among the eye-opening disclosures here: outrageous pseudo-scientific claims made for cigarettes throughout the '30s and '40s, and the story of how the tobacco industry and the National Cancer Institute spent millions to develop a "safer" cigarette that was never brought to market.

Dealing with an emotional subject that has generated more heat than light, this book is a dispassionate tour de force that examines the nature of the companies' culpability, the complicity of society as a whole, and the shaky moral ground claimed by smokers who are now demanding recompense

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Steven Holt:

A lot of people always spent their own free time to vacation or go to the outside with their friends and family or their friend. Do you know? Many a lot of people spent their free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity this is look different you can read any book. It is really fun for yourself. If you enjoy the book you read you can spend the entire day to reading a publication. The book *Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris* it is rather good to read. There are a lot of people who recommended this book. These were enjoying reading this book. When you did not have enough space bringing this book you can buy often the e-book. You can more effortlessly to read this book from a smart phone. The price is not very costly but this book features high quality.

Timothy King:

In this era which is the greater man or woman or who has ability to do something more are more precious than other. Do you want to become one among it? It is just simple strategy to have that. What you have to do is just spending your time not very much but quite enough to enjoy a look at some books. On the list of books in the top list in your reading list is definitely *Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris*. This book that is qualified as *The Hungry Slopes* can get you closer in growing to be precious person. By looking right up and review this publication you can get many advantages.

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