



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

By Richard Kluger

Random House USA Inc, United States, 1997. Paperback. Book Condition: New. VINTAGE BOOKS.. 203 x 130 mm. Language: English . Brand New Book. Ashes to Ashes is a monumental history of the American tobacco industry: its awesome and ironic success in developing the cigarette, modern society's most widespread instrument of self-destruction, into America's most profitable consumer product: its energized, work-obsessed royal families, the Dukes and the Reynoldes, and their battling successors like the eccentric autocrat George Washington Hill and the feisty Joseph F. Cullman: its generations of entrepreneurial geniuses: its cunning business strategies and marketing dazzle: its deft political power plays: its relentless, often devious attacks on antismoking forces in science, public health, and government. And there is the weirdly symbiotic relationship of an industry geared at any cost to sell, sell, sell cigarettes, and an American public habituated to ignore all warnings and buy, buy, buy. Here is how the leaf that was the New World's most passionately devoured gift to the Old grew into humankind's most dangerous consumer product, employing whole rural populations, fattening tax revenues, and spawning a ring of fiercely competitive corporate superpowers; how tobacco's peerless public-relations spinners, applied their techniques...



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Reviews

Undoubtedly, this is actually the greatest job by any author. This can be for those who statted there was not a worthy of studying. I am delighted to inform you that this is actually the greatest publication I actually have read within my very own daily life and could be the greatest book for ever.

-- Perry Reinger

A very wonderful book with lucid and perfect answers. It is probably the most incredible book I have studied. It has been designed in an exceptionally simple way and is particularly just after I finished reading through this publication by which in fact transformed me, altered the way in my opinion.

-- Macey Schneider

Other PDFs



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



Rumpy Dumb Bunny: An Early Reader Children's Book (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Rumpy is a dumb bunny. He eats poison ivy for breakfast and annoys the other forest creatures with his dim-witted...



Boost Your Child's Creativity: Teach Yourself 2010 (Paperback)

Hodder Stoughton General Division, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 130 mm. Language: English . Brand New Book. Every parent wants their child to achieve their full potential. Whatever your child's interest or inclination, from art to music,...



Christmas Favourite Stories: Stories + Jokes + Colouring Book: Christmas Stories for Kids (Bedtime Stories for Ages 4-8): Books for Kids: Fun Christmas Stories, Jokes for Kids, Children Books, Books for Kids, Free Stories (Christmas Books for Children) (P

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Merry Xmas! Your kid will love this adorable Christmas book with a lot of interesting tales and...



Hope for Autism: 10 Practical Solutions to Everyday Challenges (Paperback)

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday Challenges, provides answers to the many questions...



Spanky the Mouse (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The biggest failure in life for any parent, or anyone raising a child is, if the Child grows up to...