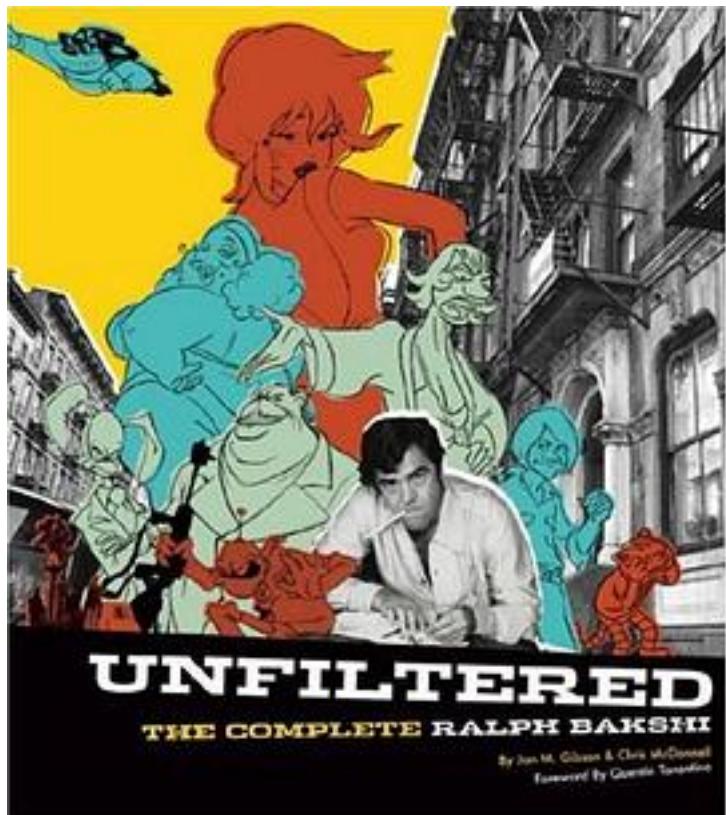


Unfiltered



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Tobacco, among the most popular consumer products of the twentieth century, is under attack. Once a behaviour that knew no social bounds, cigarette smoking has been transformed into an activity that reflects sharp differences in social status. Unfiltered tells the story of how anti-smoking advocates, public health professionals, bureaucrats, and tobacco corporations have clashed over smoking regulation. The nations discussed in this book - Australia, Canada, Denmark, France, Germany, Japan,

the United Kingdom, and the United States - restrict tobacco advertising, tax tobacco products, and limit where smoking is permitted. Each is also struggling to shape a tobacco policy that ensures corporate accountability, protects individual liberty, and asserts the state's public health power. *Unfiltered* offers a comparative perspective on legal, political, and social conflicts over tobacco control. The book makes a unique contribution to our understanding of how scientific evidence, global health advocacy, individual risk assessments, and governmental interests intersect in the crafting of tobacco policy. It features national case studies and cross-cultural essays by experts in health policy, law, political science, history, and sociology. The lessons in *Unfiltered* are crucial to all who seek to understand and influence tobacco policy and reduce tobacco-related mortality worldwide.

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