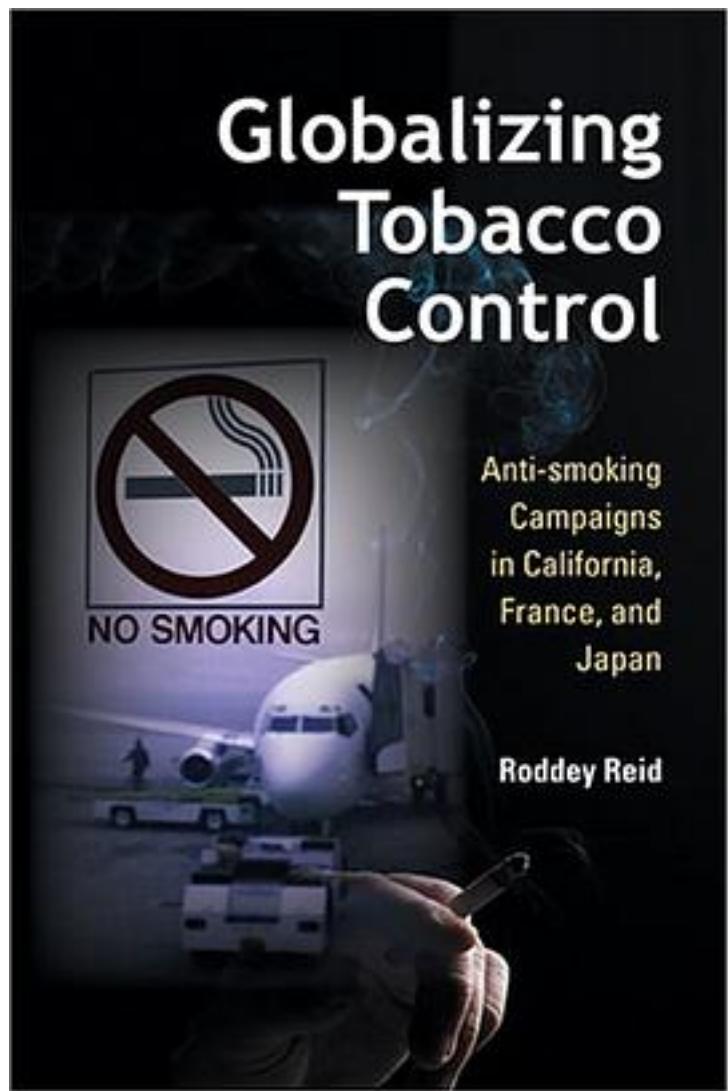


Globalizing Tobacco Control



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A tangible aspect of living, working, and travelling in the 21st century is the experience of moving between smoke-filled and smoke-free environments. In "Globalizing Tobacco Control", Roddey Reid examines what lies behind this experience: the revolution in public attitudes and health codes that regulate daily routines and the life of the body. While the gradual replacement of smoking with non-smoking as the social norm is a global phenomenon, it has not followed the same trajectory everywhere. Reid compares anti-smoking campaigns in the United States, France, and Japan for what they reveal about the nature of globalization and liberal arts of government. He explores distinctive national histories of tobacco; evolving global marketing strategies of transnational tobacco corporations; 'social marketing' techniques used to tailor public health messages to particular ethnic communities; and the programs of international public health organizations. An interdisciplinary scholar working at the intersection of French studies, science studies, communication, and cultural studies, Roddey Reid is Associate Professor in the Department of Literature at the University of California, San Diego. He is author of "Families in Jeopardy: Regulating the Social Body in France, 1750-1910" and co-editor (with Sharon Traweek) of "Doing Science + Culture".

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