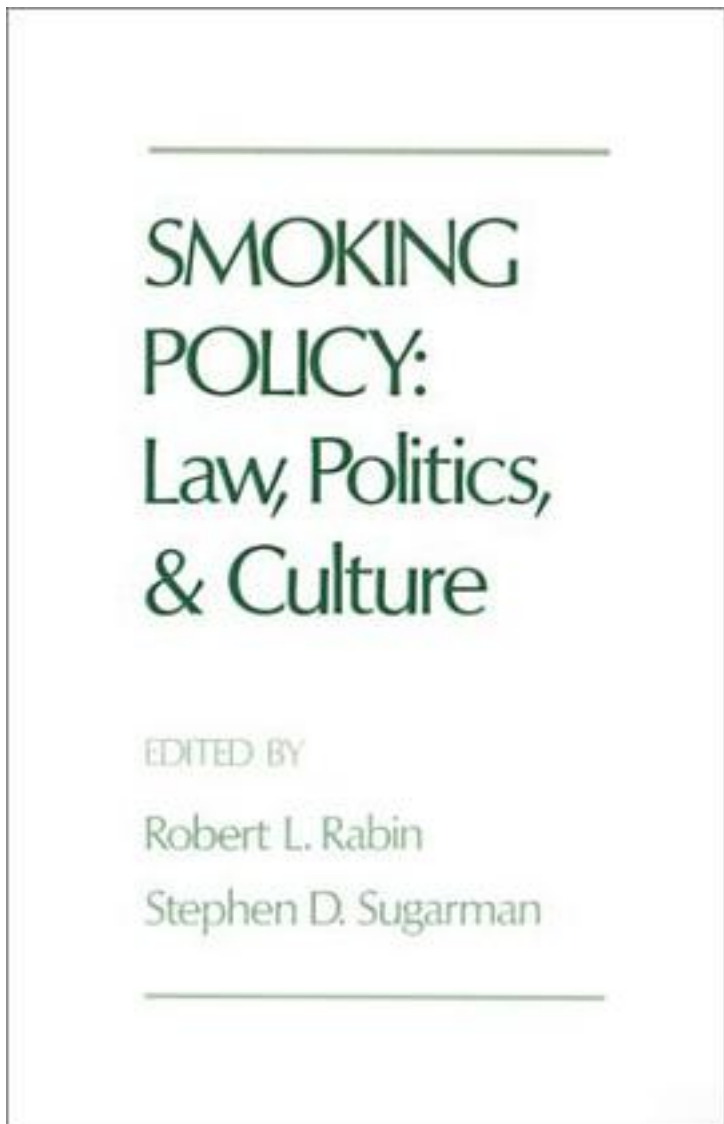


Smoking Policy



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Public and governmental attitudes toward tobacco use are dramatically different today when compared to the attitudes of the mid-1960s. Smoking then was widely regarded as a mark of sophistication and a natural companion at work and play. The accumulating evidence on the serious health risks of smoking to both smokers and nonsmokers has changed those sentiments. Now tobacco use is increasingly a target of cultural disapproval - both in social circles and in the regulatory arena. *Smoking Policy: Law, Politics, and Culture* examines the interplay between public opinion and governmental action as norms have changed about whether one should smoke and where it is appropriate to do so. In this study, an interdisciplinary team from law, public health, communications, political science and sociology addresses a wide range of tobacco control issues. Topics covered include the politics of smoking control, lawsuits by smokers against the tobacco industry, the strategies of employers and insurers in discouraging smoking lessons from drug and alcohol control, the conversion of smoking from a health issue into a moral issue, the enforcement of no smoking rules, and the impact of tobacco advertising controls. This volume provides a comprehensive exploration of both institutional and informal mechanisms regulating tobacco use in late-twentieth century America. The contributors assess the roles played by public officials, corporations and insurers, the scientific, public health and medical communities, and opinion leaders. *Smoking Policy* is essential reading for policymakers and advocates, professionals in law, public health, and social science fields, corporate officials, and those generally interested in issues of smoking and public health.

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