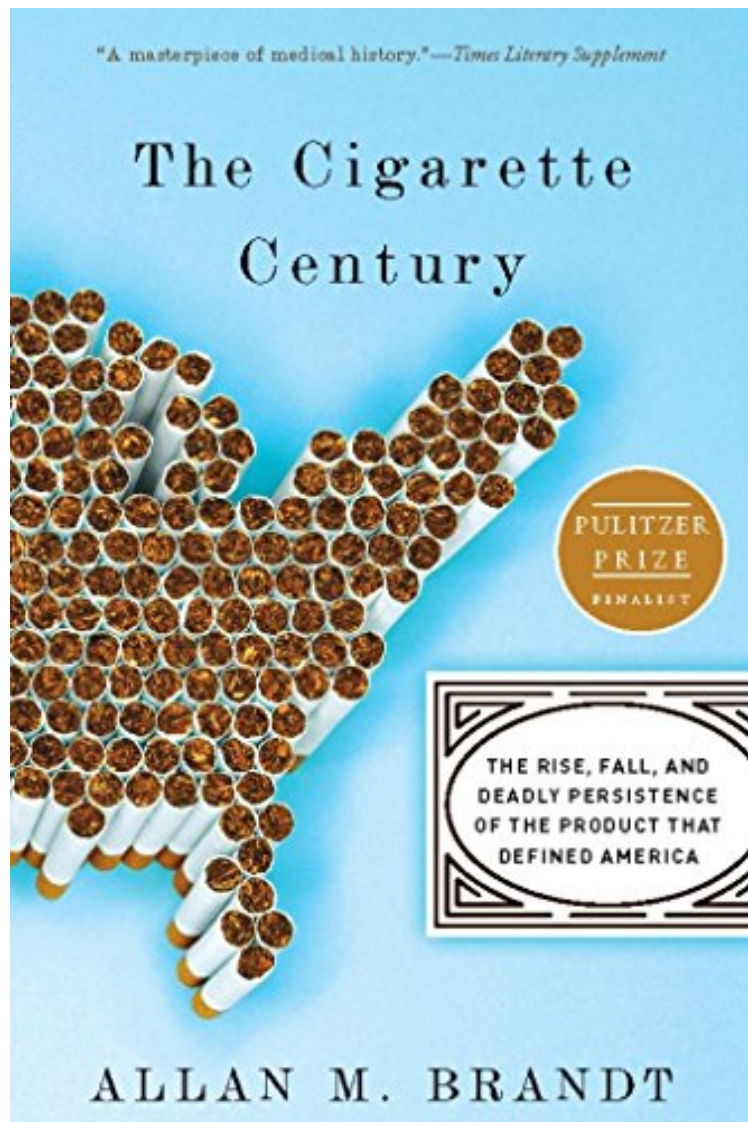


[Ebook pdf] The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America

# The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America

Allan Brandt

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**Allan Brandt : The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America:

1 of 1 people found the following review helpful. Good serious, readable, comprehensive work. By Just Joe AverageIt's a thick, full book, happily inexpensive enough to buy one and take a look. It gives detailed, readable coverage of the

rise and success of the cigarette (inhaling--"Do You Inhale? OF COURSE I DO!"--turned the tide in the cigarette's favor). Perhaps the product should be capitalized due to its success and power, i.e., the Cigarette, or King Cigarette). The book includes some court battles into which the author was reluctantly drawn (he had hoped to remain a researcher) but is not a law book. It is history-rich but not statistics-choked, and can be jumped into anywhere and still you'll stay afloat. Being on inexpensive paper made it affordable (unlike an excellent competitor's whose author was very interesting, even compelling, when interviewed on CSpan--but who could afford his doggone \$\$\$ book!). From this book and other sources it is clear that the cigarettes we are exporting by the supertanker-load will kill many millions of lung owners, and nothing will stop it: cigarette profits are very high, enough to blind the makers to other considerations such as, say, morality (well, it is a matter of choice, right?). Unless some pivotal people get religion, it seems that a growing monster is loose. Someone even called our increasing exports of cigarettes the (coming?) greatest mass murder in history. (An aside: Forget about pipes and cigars--you don't inhale a stogie or take a drag from a bowl of Prince Albert.)

3 of 3 people found the following review helpful. a model for a single subject history  
By proud paleoconservative  
It's been a very long time since I have been so satisfied with the purchase of a book. To wit:- Considering the sloppiness in the composition of so many non-fiction texts published since the turn of the century, the logic and elegance in the organization of this material is utterly astonishing. To all the lazy SOB's who cough up old weblogs and then call them a "book" - LOOK AND LEARN: this is how the contents of a non-fiction book should be organized!- The prose is exactly the right match for the material, sophisticated without being pedantic or jargonish (difficult to accomplish once the topic turns to medical diagnoses).- While exhaustively annotated (70+ pages of notes), the citations do not interfere with the narrative in even a single instance  
It doesn't matter whether you think tobacco producers are heroes or murderers - you should buy this book simply to admire and enjoy the sheer craft of it.

2 of 2 people found the following review helpful. Interesting topic, but poor editing  
By NOLA  
This book is well researched and fascinating in parts. However, I'm still struggling to finish it as the editing is awful. Each paragraph is like a separate quip and overall, the progression from cash crop to massive marketing is disjointed. Maybe the second half will pick up, in which case I will revisit this review, but it's painful to read for at least the first 50%.

From agriculture to big business, from medicine to politics, *The Cigarette Century* is the definitive account of how smoking came to be so deeply implicated in our culture, science, policy, and law. No product has been so heavily promoted or has become so deeply entrenched in American consciousness. *The Cigarette Century* shows in striking detail how one ephemeral (and largely useless) product came to play such a dominant role in so many aspects of our lives—and deaths.