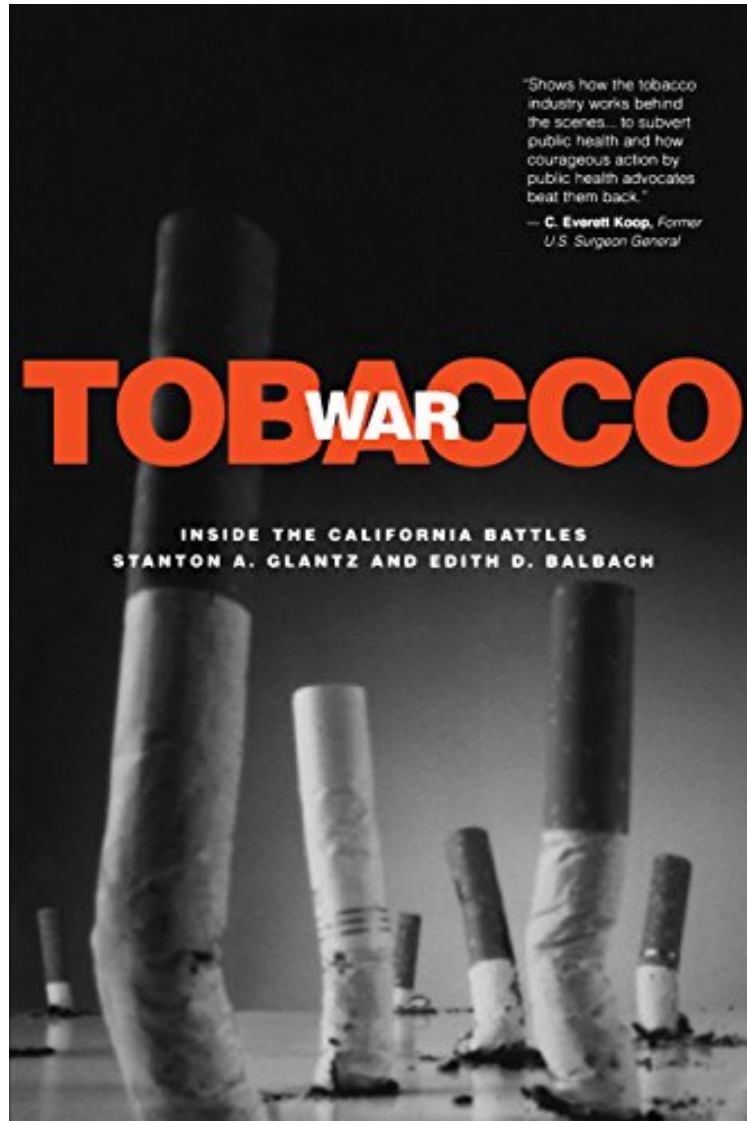


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## Tobacco War: Inside the California Battles

*Stanton A. Glantz, Edith D. Balbach*

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**Stanton A. Glantz, Edith D. Balbach : Tobacco War: Inside the California Battles** before purchasing it in order to gage whether or not it would be worth my time, and all praised Tobacco War: Inside the California Battles:

0 of 0 people found the following review helpful. How to fight big tobaccoBy CalochortusIt's a great handbook on how to organize a campaign to fight unscrupulous big tobacco, using the California experience as the training manual. So, it's a mixture of history and object lesson, written by someone who know how to teach. A different kind of book from the usual history of tobacco, and there's nothing else like it. Highly recommended.6 of 8 people found the following review helpful. An eye-opening "Must Read" manual for activistsBy Lou Moench"The Tobacco War" is

part social and political history, part "how-to" manual. Not a dry catalogue of events, but written with a sense of the human drama surrounding each twist and turn of the tale. Co-author Stan Glantz, involved so deeply in the movement, offers the most incisive, comprehensive, and definitive perspective on the California anti-tobacco effort available. I was astounded to read of the intrigue and jaw-dropping audacity of the Tobacco Industry and its allies in the State government on one hand, and the incredible courage and tenacity of those fighting it in the most aggressive and effective way in history on the other. The growth in political savvy and will of the American Lung Association, the American Heart Association, and the American Cancer Society is catalogued in detail, as are the machinations of the State legislature, the governor's office, and lobbyists and pressure groups when money comes up for grabs. This is an outstanding text for the social or political scientist, activists of any type, and anyone in state local politics. It is a remarkable and practical instruction manual for anyone in tobacco use prevention today. These heroes have not left the field. Their enemy, the Tobacco Industry, is immortal.

5 of 7 people found the following review helpful. Putting a Face on a Faceless Industry By Keith Kimmel The tobacco industry is one of the most evil industries allowed to operate in America. From child labor to seductive advertising to distribution of a deadly product and ending in mountains of money in political bribes, The US Tobacco Industry has just about every imaginable negative attribute of corporate America, all rolled into one, neat package. Tobacco War puts a face on a faceless industry, and it is not a very pretty face. From exposing the hidden truths of the seductive advertising schemes and the green blood that flows through the veins of America's political system in every level, Tobacco War doesn't simply archive news stories, lawsuits and events, but connects the dots and presents the reader with a realistic picture of how big tobacco operates. Likewise, tomorrows activist are reading this book today to gain the edge in a climate of misinformation. Provides grass-roots information for activists to develop and deploy campaigns. Think your cigarette maker cares about you? They have you hooked, and you are the least of their worries. They are working to reel the next generation of smokers in for the kill. And so far, the catch is coming in... wallet and all.

Tobacco War charts the dramatic and complex history of tobacco politics in California over the past quarter century. Beginning with the activities of a small band of activists who, in the 1970s, put forward the radical notion that people should not have to breathe second-hand tobacco smoke, Stanton Glantz and Edith Balbach follow the movement through the 1980s, when activists created hundreds of city and county ordinances by working through their local officials, to the present--when tobacco is a highly visible issue in American politics and smoke-free restaurants and bars are a reality throughout the state. The authors show how these accomplishments rest on the groundwork laid over the past two decades by tobacco control activists who have worked across the U.S. to change how people view the tobacco industry and its behavior. Tobacco War is accessibly written, balanced, and meticulously researched. The California experience provides a graphic demonstration of the successes and failures of both the tobacco industry and public health forces. It shows how public health advocates slowly learned to control the terms of the debate and how they discovered that simply establishing tobacco control programs was not enough, that constant vigilance was necessary to protect programs from a hostile legislature and governor. In the end, the California experience proves that it is possible to dramatically change how people think about tobacco and the tobacco industry and to rapidly reduce tobacco consumption. But California's experience also demonstrates that it is possible to run such programs successfully only as long as the public health community exerts power effectively. With legal settlements bringing big dollars to tobacco control programs in every state, this book is must reading for anyone interested in battling and beating the tobacco industry.

"Thoroughly documented. Glantz and Balbach's account details the challenges of manipulation within the political system of the state of California."--"Society for Research on Nicotine and Tobacco From the Inside Flap" Shows how the tobacco industry works behind the scenes . . . to subvert public health and how courageous action by public health advocates beat them back."mdash;C. Everett Koop, former Surgeon General of the United States "This motivating narrative about the victories over Big Tobacco and their political minions by a smart, tough and relentless group of citizens and voluntary agencies in the nation's largest state teaches many lessons for future struggles against the tobacco industry and other corporations that control governments in order to sell harmful products. For citizens who want strategy, inspiration and civic wisdom, for students who want to study how people can win against massive odds, for public health workers who need the courage of their convictions and the resolve of their objectives, Tobacco War by Glantz and Balbach is as complete a menu and map as there is in print."mdash;Ralph Nader "The man who 'belled the cat' in the 1980s with his annual accounting of tobacco-industry campaign contributions has produced a definitive case study of how special interests manipulate and distort the political process. It should be required reading for all state politicians, if for no other reason than to remind them that there is someone out there watching what they do."mdash;Steve Scott, political editor, California Journal "Tobacco War is a fascinating, absorbing, and thoroughly documented description of the struggle between the people of California with the tobacco industry and its allies. It is must reading for anyone who wants to know how to win this fight. The final chapter, 'Lessons Learned,' is a gem. The book is not only a wonderful textbook in public health, public policy, and politics, but a great read for the general

public."mdash;Philip R. Lee, M.D., Assistant Secretary for Health in the Johnson and Clinton Administrations