



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

By Allan Brandt

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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.

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Editorial Review

From Publishers Weekly

Starred Review. Once so acceptable that even Emily Post approved, cigarette smoking is an integral part of American history and culture, as demonstrated in this highly readable, exhaustively researched book: the cigarette's "remarkable success ... as well as its ignominious demise ... fundamentally demonstrates the historical interplay of culture, biology, and disease." Brandt, Harvard Medical School's Amalie Moses Kass Professor of the History of Medicine, explores the impact and meaning of cigarettes, from cultural, scientific, political and legal standpoints. Particularly fascinating (and shocking) is the scientific community's struggle to prove the harmful effects of smoking, even as scientists found, "in 1946, that lung cancer cases had tripled over the previous three decades." As any contemporary history of tobacco must, the narrative becomes a tale of the lies, deceit and eventual public exposure of Big Tobacco. But, the author warns, it's too soon for the ever-growing anti-smoking contingent to think they've beaten the industry: Big Tobacco is busy selling cigarettes to developing countries, threatening "a global pandemic of tobacco-related diseases that is nothing short of colossal." Though the industry can't be stopped, Brandt says, "understanding the history of cigarettes may be a small but important element in ... knowing their dangers and having strategies for their control"; fortunately, this rigorous history has that first step covered.

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In the mid-1800s, cigarettes were considered a curiosity and represented a minuscule portion of tobacco consumption. The transformation of cigarettes into a mass-consumer product would have deep and lasting effects on our cultural values and on our legal and political systems. Brandt, Harvard professor and respected medical historian, was able to examine vast amounts of internal confidential industry correspondence, reports, and memos due to tobacco litigation "discovery" and Internet access. This exhaustive study reveals how the ascendancy of a product that clearly threatens the health of the user caused its manufacturers to deny and obfuscate the facts for decades, meanwhile secretly ensuring that their addictive product would hook an increasingly younger population. The issue goes right to the core of America's belief in freedom and the right to do as we choose, but also the right to live free from the imposition of harm imposed by others from secondhand smoke. Most important, Brandt reminds us that this battle is far from over, as Big Tobacco sets its sights on developing nations, threatening to create a deadly pandemic of global proportion. *David Siegfried*

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Review

"It is a remarkable story, clearly told, astonishingly well documented." The Economist "An extraordinary history of smoking." The Lancet "[The Cigarette Century] is a masterpiece of medical history." TLS"

Users Review

From reader reviews:

James Ellis:

Now a day folks who Living in the era where everything reachable by interact with the internet and the resources inside it can be true or not call for people to be aware of each information they get. How

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