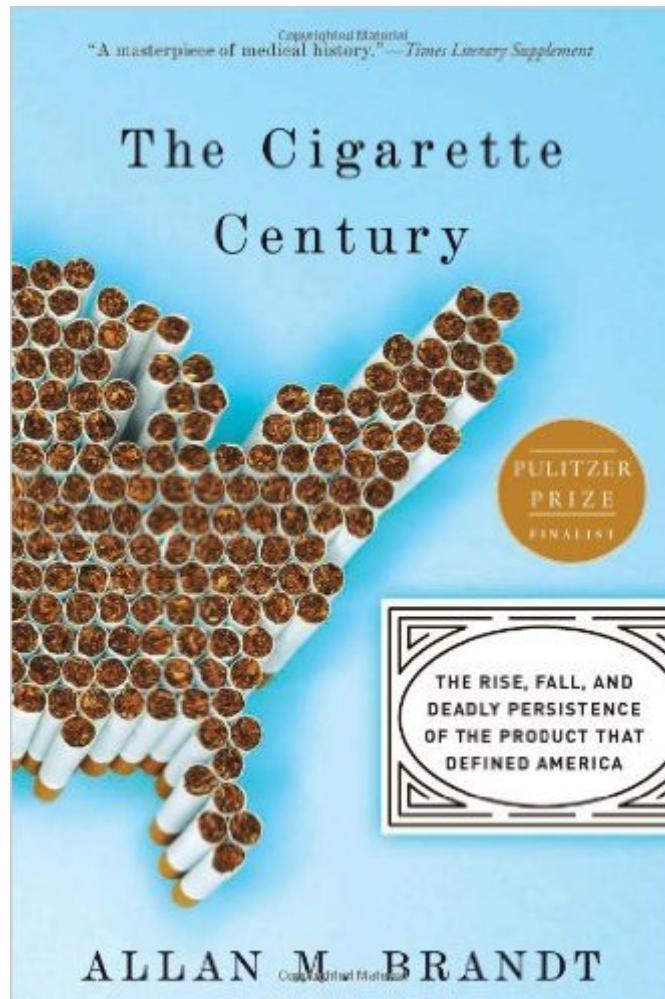


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The Cigarette Century: The Rise, Fall, And Deadly Persistence Of The Product That Defined America



Synopsis

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.

Book Information

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Average Customer Review: 4.5 out of 5 stars (See all reviews) (49 customer reviews)

Best Sellers Rank: #88,174 in Books (See Top 100 in Books) #16 in Books > Health, Fitness & Dieting > Addiction & Recovery > Smoking #250 in Books > Business & Money > Biography & History > Company Profiles #2811 in Books > History > World

Customer Reviews

Allan Brandt's new book, "The Cigarette Century", is as comprehensive a study on one subject as I've seen in a long time. Written crisply and authoritatively, Brandt covers the tobacco industry from the end of the nineteenth century through today with cigarettes as his main focus. What he has researched, uncovered and passed onto the reader in an expansive (yet truly condensed) form is terrific. His book is a blockbuster. Cigarettes have been around for a long while in the United States but not until James Bonsack's rolling machine came into play in 1881 (churning out 200 cigarettes per minute) could they be distributed on a wide-scale basis. It wasn't until World War I, however, that the national demand for the product really took off, and did it ever! Brandt's book is a parallel study of American sociological history of the twentieth century as cigarettes have been at the center of so much of our cultural life. Women began smoking in earnest in the 1920s and Hollywood added its own weight with countless movie stars puffing away in countless films to remind the public of the "joys" of smoking. Advertisements abounded and cigarettes were here to stay. Along came the

1950s and things began to change. This is where Brandt's book really takes off as he begins to shape the "controversy" between the industry and those determined to warn Americans of the risks of smoking. The Surgeon General's report of 1964 declaring smoking to be hazardous to one's health (later packaging warnings reminded the smoker of the same) was a big first step as the public was beginning to question the safety of cigarettes. While more and more research on the dangers of cigarette smoking was made public, the tobacco companies fought tooth and nail to assure Americans that all was well.

This is an excellent book, and not just about cigarettes. As evidence of the "persistence" part of the title, candy-flavored cigarettes have a clear target market (

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