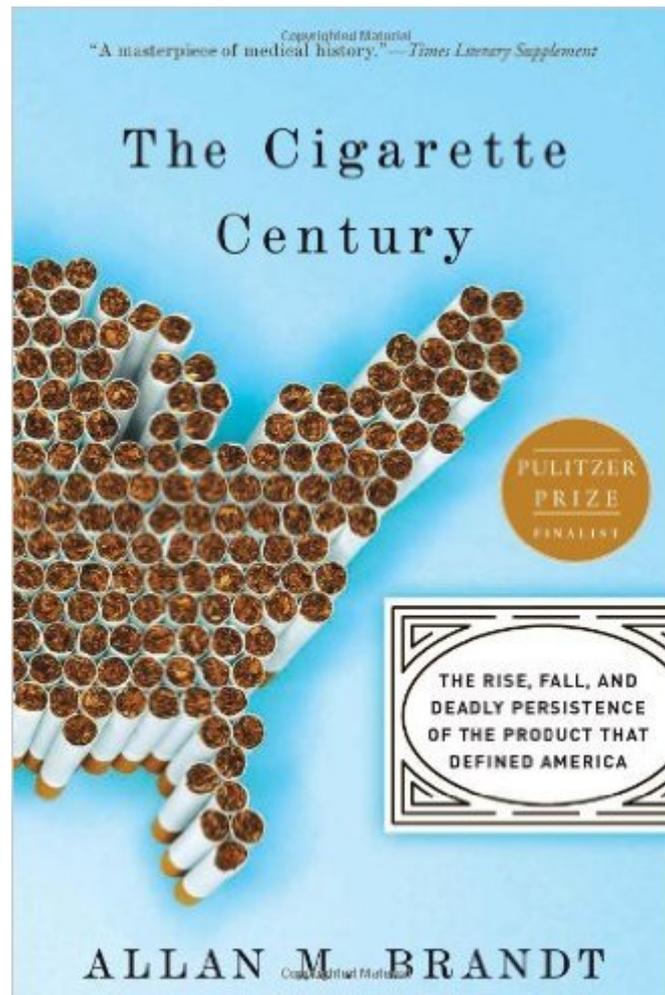


The book was found

# 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

Paperback: 640 pages

Publisher: Basic Books; 1 Reprint edition (January 6, 2009)

Language: English

ISBN-10: 0465070485

ISBN-13: 978-0465070480

Product Dimensions: 6.2 x 1.4 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

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 (

[Download to continue reading...](#)

The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America  
The Cigarette Papers: A Eulogy for the Cigarette Packet in Anecdote and Literature  
E-Liquid: How to make your own E-Liquid for your E-Cigarette (e-liquid, e-cigarette, e-cigarettes, vapor, vapping)  
The Rise and Fall of the City of Mahagonny & the Seven Deadly Sins  
Engineering Methods for Robust Product Design: Using Taguchi Methods in Technology and Product Development  
Product Design: Techniques in Reverse Engineering and New Product Development  
eBay Selling Mastery 2016: Turn Your eBay Hobby To A Six Figure Business (Product Sourcing, Product Research, Retail Arbitrage, Wholesale, Liquidation, eBay Secrets, ebay listings)  
How Reliable Is Your Product? (Second Edition): 50 Ways to Improve Product Reliability  
Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product)  
Racism without Racists: Color-Blind Racism and the Persistence of Racial Inequality in America  
Oil & Ice: A Story of Arctic Disaster and the Rise and Fall of America's Last Whaling Dynasty  
Honor in the Dust: Theodore Roosevelt, War in the Philippines, and the Rise and Fall of America's Imperial Dream  
Gumshoe America: Hard-Boiled Crime Fiction and the Rise and Fall of New Deal Liberalism (New Americanists)  
A Shattered Nation: The Rise and Fall of the Confederacy, 1861-1868 (Civil War America)  
The Fall Line: America's Rise to Ski Racing's Summit  
How To Buy And Sell Paper Collectables: Baseball Cards, Comics, Cigarette Cards and More Collecting  
Cigarette and Trade Cards  
E-Juice Recipes: Popular Vape Recipes and eLiquid Recipes to Use For Your Electronic Cigarette, E-Hookah, G-Pen & Vape!  
Stop Smoking Today, Control Cigarette Cravings: Hypnosis, Meditation and Affirmations: The Sleep Learning System Featuring Rachael Meddows  
Stop Smoking: Now!! Stop Smoking the Easy Way!: Bonus Chapter on the electronic cigarette! (Quit Smoking, Stop Smoking, Blood Pressure, Heart Disease, Lung Cancer, Smoking, Stop)

