

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

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the invention of mass marketing led to cigarettes being
emblazoned in advertising and film deeply tied to modern notions
of glamour and sex appeal it is hard to find a photo of humphrey
bogart or lauren bacall without a cigarette no product has been
so heavily promoted or has become so deeply entrenched in
american consciousness and no product has received such sustained
scientific scrutiny the development of new medical knowledge

demonstrating the dire harms of smoking ultimately shaped the evolution of evidence based medicine in response the tobacco industry engineered a campaign of scientific disinformation seeking to delay disrupt and suppress these studies using a massive archive of previously secret documents historian allan brandt shows how the industry pioneered these campaigns particularly using special interest lobbying and largesse to elude regulation but even as the cultural dominance of the cigarette has waned and consumption has fallen dramatically in the u s big tobacco remains securely positioned to expand into new global markets the implications for the future are vast 100 million people died of smoking related diseases in the 20th century in the next 100 years we expect 1 billion deaths worldwide

our society has a technology problem many want to disconnect from screens but can't help themselves these days we spend more time online than ever some turn to self help measures to limit their usage yet repeatedly fail while parents feel particularly powerless to help their children unwired gaining control over addictive technologies shows us a way out rather than blaming users the book shatters the illusion that we autonomously choose how to spend our time online it shifts the moral responsibility and accountability for solutions to corporations drawing lessons from the tobacco and food industries the book demonstrates why government regulation is necessary to curb technology addiction it describes a grassroots movement already in action across courts and legislative halls groundbreaking and urgent unwired provides a blueprint to develop this movement for change to one that will allow us to finally gain control

the application of digital technologies to historical newspapers has changed the research landscape historians were used to an eldorado despite undeniable advantages the new digital affordance of historical newspapers also transforms research practices and confronts historians with new challenges drawing on a growing community of practices the impresso project invited scholars experienced with digitised newspaper collections with the aim of encouraging a discussion on heuristics source criticism and interpretation of digitized newspapers this volume provides a snapshot of current research on the subject and offers three perspectives how digitisation is transforming access to and exploration of historical newspaper collections how automatic content processing allows for the creation of new layers of information and finally what analyses this enhanced material opens up impresso media monitoring of the past is an interdisciplinary research project that applies text mining tools to digitised historical newspapers and integrates the resulting data into historical research workflows by means of a newly developed user interface the question of how best to adapt text mining tools and their use by humanities researchers is at the heart of the impresso enterprise

historian ramses delafontaine presents an engaging examination of a controversial legal practice the historian as an expert judicial witness this book focuses on tobacco litigation in the u

s wherein 50 historians have witnessed in 314 court cases from 1986 to 2014 the author examines the use of historical arguments in court and investigates how a legal context influences historical narratives and discourse in forensic history delafontaine asserts that the courtroom is a performative and fact making theatre nonetheless he argues that the civic responsibility of the historian should not end at the threshold of the courtroom where history and truth hang in the balance the book is divided into three parts featuring an impressive range of european and american case studies the first part provides a theoretical framework on the issues which arise when history and law interact the second part gives a comparative overview of european and american examples of forensic history this part also reviews u s legal rules and case law on expert evidence as well as extralegal challenges historians face as experts the third part covers a series of tobacco related trials with remunerations as high as hundreds of thousands of dollars and no peer reviewed publications or communication on the part of the historians hired by the tobacco companies the question arises whether some historians are willing to trade their reputation and that of their university for the benefit of an interested party the book further provides 50 expert profiles of the historians active in tobacco litigation lists detailing the manner of the expert s involvement and west law references to these cases this book offers profound and thought provoking insights on the post war forensification of history from an interdisciplinary perspective in this way delafontaine makes a stirring call for debate on the contemporary engagement of historians as expert judicial witnesses in u s tobacco litigation

this book explores the links between different corporate governance systems and their impact on economic development it focuses on how institutional reforms legislative changes and codified measures have influenced performance at the firm and country level drawing on detailed cases from the uk usa china india poland brazil russia and south africa this book takes a truly international and comparative approach to understanding the relationship between regulatory frameworks and economic development this will be a valuable text for students and researchers of economic development corporate governance international political economy and economic and business history

mastering the art of problem solving takes more than proficiency with basic calculations it requires understanding how people use information recognizing the importance of ideology learning the art of storytelling and acknowledging the important distinction between facts and values intended for professors managers entrepreneurs and students this guide addresses these and other essential skills with clear prose quotations and exercises for solving problems in the real world this book serves as an ideal training manual for those who are new to or intimidated by quantitative analysis and an excellent refresher for those who have more experience but want to improve the quality of their data the clarity of their graphics and the cogency of their arguments publisher s description

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