

The Cigarette Book: The History and Culture of Smoking

Chris Harrald, Fletcher Watkins
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Chris Harrald, Fletcher Watkins : The Cigarette Book: The History and Culture of Smoking before purchasing it in order to gage whether or not it would be worth my time, and all praised The Cigarette Book: The History and Culture of Smoking:

1 of 1 people found the following review helpful. Smoking Away One's Life by Burning One's Candle at Both EndsBy Serge J. Van SteenkisteChris Harrald and Fletcher Watkins explore the universe of smoking through the prism of a

wide variety of artistic, cultural, economic, political and social topics. A recurrent theme of their book is why people smoke. Messrs. Harrald and Watkins gather from their research that about 90% of all smokers smoke out of compulsion, i.e., addiction (p. 234). In contrast, about 90% of all drinkers drink alcohol when they feel like it but leave it alone when they don't. Some reasons given for smoking are social bonding, peer pressure, personal pleasure, ceremonial/ritual, aid to contemplation, rite of passage displacement for young people, self-destructive reaction to depression or unhappiness, and addiction as a result of being duped by cigarette companies (p. 203). Another recurrent theme of the book under review is the role that advertising and packaging of tobacco-related products play in co-modeling the perceptions of their target audience. The staying power of the tobacco industry rests on the ongoing recruitment of "fresh" bodies to spoil due to the attrition rate of its existing clientele. The presented evidence here is mixed. Some industry insiders and external observers readily acknowledge that advertising works to increase consumption of tobacco products (pp. 98; 125; 145; 225; 230). Others estimate that advertising may influence brand choice, but has no actual impact on consumption levels (p. 117). A third recurrent theme of this examination of the history and culture of smoking is the deleterious effects of smoking on the health of smokers. Many smokers will shorten their lifespan. There is no universal agreement on the extent to which many smokers expedite their demise: Eleven minutes or seven minutes per cigarette (pp. 17; 190). Death comes to smokers at different speeds. Think for example about the Buerger's disease, emphysema, lung cancer, massive heart attack, and peripheral vascular disease (pp. 9; 26; 33; 38; 89; 108; 110; 129; 152; 181; 187; 224; 233). Unsurprisingly, various anti-smoking campaigns have focused on the less appealing consequences of smoking. A U.K. campaign had a man memorably say of an attractive but cigarette-smoking girl: "It is like kissing an ashtray" (p. 167). The opposite is equally true. Surprisingly, both authors do not address in any meaningful way the sorrow of the people that smokers prematurely leave behind. In summary, Messrs. Harrald and Watkins offer their audience a nice guided visit to the universe of smoking.

3 of 3 people found the following review helpful. Serious omissions in the book
By Dr. Fenyvesi Tams
This book definitely adds something to my collection of books on smoking. The absey-ing the items considered important by the authors is a good idea. Unfortunately the whole book is biased in favour of smoking.
To compile such a book without mentioning the two essential milestones, that put the way in the direction against this most important self destructive habit of human race is simply a shame. One is the several times supplemented by new knowledge the US Surgeon General Report " Smoking and Health" 1964 (!!) ,the other milestone is " Smoking and Health" , Summary of the Report of The Royal College of Physicians of London on smoking in relation to Cancer of the Lung and other Diseases ,1962.
Dear people, thank you for this opportunity of answering your request.
Tams Fenyvesi M.D. , who started not to smoke about 80 years ago
0 of 0 people found the following review helpful. Five Stars
By jerry campbell
Like new at an excellent price!

From A is for Aardvark
Were not allowed to tell you anything about Winston cigarettes, so heres a stuffed aardvark
to Z is for Zippo, the iconic American lighter, The Cigarette Book is the ultimate souvenir and celebration of the dying art of smoking. Encyclopedic in both layout and range, this is an ideal consolation gift for those who have stopped, an ideal aide de memoire for those who might, and a defiant puff of libertarian brilliance for those who wont. Celebrate the Hollywood age of smoking when film stars lit up with glamorous abandon. Witty, illustrated, collectible, and up-to-date. " All smokers know that cigarettes are dangerous. Each one is a dance with death and the defiant smoker will say that therein lies its charm. So each puff is an existential gesture, an assertion of choice and life in the face of death." One day the last cigarette on earth will be smoked. One final puff will be sent heaven-bound, leaving a lingering, evanescent smoke ring. And the wise of this world will rejoice. Because logic demands that mankind is rid of this pernicious poison. And wasnt that well-known logician Adolf Hitler the most virulent opponent of cigarette smoking in the last century? Until then, read this book.

A veritable encyclopedia.... For smokers or those interested in pop culture who would like a humorous take on a serious topic. (Publishers Weekly)
About the Author
Educated at Trinity College Oxford, Chris Harrald has enjoyed a varied smoking career. It concluded with many years of a solid sixty-a-day intake of Silk Cut. In between cigarettes, he has worked in advertising, written screenplays, and worked on several miniseries for American television. He lives in England.
Fletcher Watkins is from South Wales and attended University College, Oxford. He worked in advertising as a copywriter for fifteen years at J. Walter Thompson and Ogilvy Mather. He is now an award-winning TV scriptwriter. He lives in England.