

# Help to fight the battle

"This book is written with an authority that reflects the direct experience and commitment of the authors working in the field of tobacco control. In my view it should be required reading for anyone interested in combating smoking."

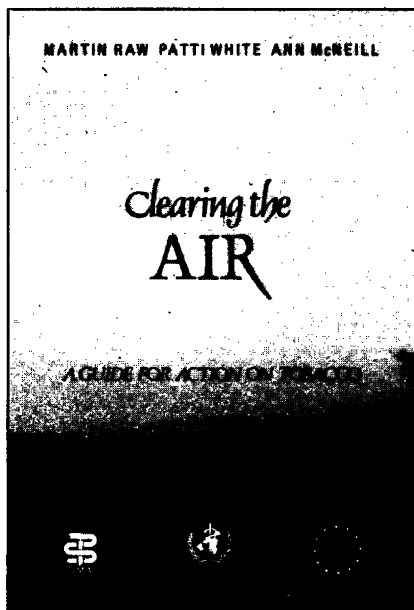
*Thorax*

"I doubt that any reader will go away without learning something new. I strongly recommend the book to anyone involved in developing tobacco control programmes. It will also be of interest to anyone concerned with broader issues such as public health, advocacy, and health and social policy."

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"It is a clearly written, engaging account of the various fronts on which the tobacco wars are being fought—and won."

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