

## “Tobacco Industry Strategies for Opposing Open Arrangement on Wellbeing”

Abdul Tahir<sup>1</sup>, Dr. J.P. Tripathi<sup>2</sup>

(1 Ph.D. Research Scholar, Department of Management, SSSUTMS, Sehore.

(2) Professor of Management, SSSUTMS, Sehore M. P.

---

**Abstract:** The strategies utilized by the tobacco business to oppose government control of its items incorporate directing open relations crusades, purchasing logical and other skill to make discussion about built up certainties, subsidizing political gatherings, contracting lobbyists to impact strategy, utilizing front gatherings and associated businesses to restrict tobacco control measures, pre-empting solid enactment by squeezing for the reception of intentional codes or weaker laws, and ruining open authorities. Once in the past mystery interior tobacco industry records give confirmation of a 50-year trick to "oppose smoking confinements, reestablish smoker certainty and save item risk guard". The reports uncover vast intrigue on lawful, political and socially vital issues to the tobacco business and plainly show that the business is not arranged to act morally or capably. Societal activity is thusly required to guarantee that the general wellbeing outweighs corporate benefits. Suggestions for lessening the political impact of the tobacco business incorporate the accompanying. Each tobacco organization in each market ought to freely uncover what it thought about the addictiveness and damage created by tobacco, when it acquired this data, and what it did about it. The business ought to be required to ensure globally perceived fundamental purchaser rights to its clients. Exchange affiliations and other industry groupings set up to delude people in general ought to be disbanded. These proposals ought to be fused into WHO's Framework Convention on Tobacco Control.

**Keywords:** tobacco industry, legislation; persuasive communication; mass media; propaganda; public relations; treaties.

---

### I. Introduction

#### Who chooses wellbeing strategy?

Tobacco is a noteworthy wellbeing peril and an imperative monetary ware. On the off chance that it were not unsafe to wellbeing there would be no motivation to control its utilization. On the other hand, if the market for tobacco were little there would be little resistance to the control of this exchange. As a consequence of the irreconcilable situation amongst wellbeing and corporate riches, open strategy on tobacco has developed in an impromptu mold. It has developed as a result of various weights, counting those of the tobacco business and the general wellbeing hall. The tobacco business has an impressive record of imperviousness to enactment and of growing new markets for its items. Indeed, even as its key markets in high-wage nations were contracting it prevailing in expanding deals in center wage and low-wage nations. As was noted in a South African daily paper: "Growth in this industry will happen where governments are slightest threatening and where populaces are minimum instructed about the destructive impacts of smoking" (1). Four cigarette producers rule about seventy five percent of the worldwide market: Philip Morris, English American Tobacco (BAT) and Japan Tobacco are transnational organizations; the China National Tobacco Corporation is an imposing business model, creating around 30% of the world's cigarettes however primarily providing its local market (2). China is, be that as it may, get ready to wind up distinctly a noteworthy exporter of tobacco. The eventual fate of the tobacco business lies in the world's creating nations. Somewhere around 1986 and 1996, cigarette sends out from the United States developed by 260%. Philip Morris now makes more benefit offering cigarettes abroad than in the United States (3). BAT offers around 70% of its cigarettes in Africa, Asia, Latin America, and Eastern Europe. A BAT booklet takes note of: "The 1990s have seen new open doors for the Group, particularly in Central and Eastern Europe also, in the Far East, with the opening up of business sectors already shut to Western tobacco makers". BAT has gained manufacturing plants in Hungary

(1992), Ukraine (1993), the Russian Federation (1994), Uzbekistan (1994), Poland (1995), and the Czech Republic (1995) (4). Addressed about the morals of focusing on the world's poor, a supervisor at Rothmans Export Ltd (presently some portion of BAT) answered: "It would be idiotic to disregard a developing business sector. I can't answer the good difficulty. We are in the matter of satisfying our shareholders" (5). This restricted corporate logic, including an elite responsibility to shareholders as opposed to responsibility to all partners, including clients, implies that anything is adequate in guard of organization benefits. The tobacco business has one point: to offer the greatest number of cigarettes. So as to accomplish this it is set up to squash any hindrance. The producers have disregarded the mischief brought about by cigarettes and for a considerable

length of time they have occupied with a enthusiastic push to quiet pundits, contort science, impact general assessment, control open strategy and organize their technique on case. A knowledge into their conduct is given by the a huge number of pages of some time ago mystery inside records that have been made open in light of suit. These reports, which are accessible on the Internet, take one into the meeting rooms of the Joined States tobacco organizations and their planning focus, the Tobacco Institute..

## **II. Designing assent**

In the mid 1950s the United States tobacco industry gotten itself assaulted by worries about the security of its items as a consequence of new therapeutic proof indisputably connecting smoking and tumor (6). Expanding worry in the media and established researchers about the part of cigarettes in creating malady had lessened customer certainty. A decrease in deals joined with the danger of prosecution from sickly smokers prompted to what was alluded to in industry records as the "1954 crisis". The business responded by activating its system assets to recapture control and to safeguard itself on three noteworthy fronts, to be specific case, legislative issues and popular feeling (7). In December 1953 the leaders of all in any case, one of the cigarette makers in the United States counseled Hill and Knowlton, an open relations organization. A reminder after this meeting noticed that the one basic occupation was to stop open freeze and that the main issue was to set up open certainty and make open confirmation (8). The objective was to protect organization benefits, not to ensure general society. It was not to recognize and dispense with the mischief brought about by cigarettes however to quiet open feelings of dread and promise smokers that no change in smoking conduct was essential. It was additionally to avert government control and to keep away from suit. In 1962 an interior notice noticed that the 1954 crisis seemed to have been taken care of successfully and that this experience had offered ascend to a acknowledgment by the tobacco business of an open relations issue that must be unraveled in the intrigue of self-protection (9). The advertising effort that was started in the 1950s proceeds in full drive today. Because of confirmation that natural tobacco smoke was destructive to non-smokers, a 1987 update proclaimed that the business had to oppose smoking confinements, reestablish smoker certainty also, safeguard item risk barrier. There were two essentials: the inversion of logical and well known supposition that ecological tobacco smoke was hurtful to wellbeing, and the reclamation of the social worthiness of smoking (10).

## **III. Activating corporate assets**

The 1953 meeting suggested that the tobaccoorganizations ought to set aside their aggressive contrasts and concur on issues of legitimate, political also, social significance to the whole business, and that they ought to together set up and finance a middle to advance their overall population relations interests. In 1954 the business set up the Tobacco Industry Research Council. Its undertaking was to console people in general that the business could capably explore the smoking and medical problem and that it could resolve any issues that were revealed. The Board's genuine part, be that as it may, was "to stamp out hedge fires as they emerged". Rather than supporting real logical research into the issues, it burned through millions of dollars publicizing research implying to demonstrate that tobacco did not bring about tumor. Its actual reason was to purposely confound the general population about the dangers of smoking. "Uncertainty is our item," announced an inner tobacco industry record in 1969. "Spread question over solid logical proof and the general population won't comprehend what to accept." By the late 1950s the greater part of the business as of now acknowledged that smoking brought about lung tumor: in 1958 three British researchers, in the wake of meeting driving authorities also, researchers of the United States tobacco industry, reported: "With one special case the people whom we met trusted that smoking brought on lung growth"; in April 1970 an inside reminder in Gallaher Constrained, a British tobacco organization, remarking on considers directed on pooches that created tumor in the wake of being presented to tobacco smoke, reported: "Auerbach's work demonstrates past all sensible question the causation of lung disease by smoke" (11). However in 1969 the accompanying publicizing duplicate was created for the Brown and Williamson Tobacco company. "Ten years back there was a disease alarm

Over the wax in drain containers. Also, over utilizing iodine to get a suntan. These hypotheses were about as legitimate as the one that says amphibians cause warts. Furthermore, they're about as legitimate as today's alarm strategies encompassing cigarettes. Since nobody has possessed the capacity to create convincing verification that cigarette smoking causes growth. Logical, natural, clinical, or whatever other kind." The business' system does not require winning the civil arguments it makes. It is sufficient to encourage and propagate the hallucination of debate to sloppy the waters around logical discoveries that debilitate the business. In this manner it offers consolation to smokers, helping them to legitimize and curb their wellbeing concerns. Besides, cases of "not demonstrated" resound with neighborly or innocent columnists and governments, what's more, give a reason to not taking solid legislative or societal activity against tobacco. The tobacco business has an extraordinary capacity to advance research that is good, to criticize inquire about that debilitates its interests, and to deliver also, oversee vulnerability. Commentators are expelled as well-meaning however, deceived or on the other hand as crusaders also, wellbeing fascists. The business proceeds to make debate around the science

pertinent to practically every part of tobacco and its control, counting detached smoking, fixation, the medicinal also, societal expenses of smoking, and the consolation of smoking by promoting.

#### **IV. Producing question**

In 1988 a meeting of the United Kingdom tobacco industry was recounted arranged by Philip Morris to spend "immeasurable wholes of cash" on research by researchers who would debate the wellbeing dangers of uninvolved smoking. The point was to "organize and pay researchers on an worldwide premise to keep the natural tobacco smoke debate alive". Dropping any affectation that the examination would be target and impartial, a BAT update expressed that the logical recommendations would be separated by legal counselors to dispose of ranges of affectability. The thought was that gatherings of researchers ought to create inquire about or animate contention in such a path, to the point that open issues individuals in the applicable nations would have the capacity to make utilization of, or market, the data (12). The worldwide crusade was composed by Covington and Burling, a law office in Washington, DC. In 1990 the firm guaranteed that its political and logical contacts incorporated a counsel to a board of the House of Commons in the United Kingdom, an official executive of a main logical society worried with work environment and related issues, guides to the European Community, and previous individuals from working gatherings of the International Organization for Research on Cancer. The last gatherings evaluated the malignancy dangers connected with different substances and items, and through their endeavors the firm could give General Foods impressive data about the International Agency for Inquire about on Cancer's assessment of espresso as a conceivable reason for tumor. One advisor was a restorative guide to a few Middle Eastern governments. Others held significant residencies in driving colleges and specialized schools (13). The report additionally asserted that one advisor was an editorial manager of *The Lancet*, and that the association's advisors had made the world's exclusive educated logical society worried with indoor air quality, Indoor Air International. This body was intended to be thoughtful to the business' position on uninvolved smoking and to attempt to move the fault for sickness among office laborers from tobacco to building plan and ventilation. After examining the assertion, *The Lancet* disproved Covington and Burling's recommendation that any of its editors went about as advisors to the business. Indoor Air International was renamed the International Society of the Built Environment in 1995. A large number of its individuals did not know about its mystery causes (14). The reports uncover a pessimistic endeavor by Philip Morris to invade regarded establishments and to subvert the logical procedure. Alluding to Indoor Air Global, the Director of Science at Philip Morris Europe gloated that no other asset gave the industry practically identical access to mainstream researchers, government and the individuals who decided about indoor air quality issues and benchmarks.

#### **V. Knowledge gathering**

The tobacco organizations have created worldwide systems to output, screen and track unfriendly outside strengths. The reason for existing is to distinguish, dissect and invalidate any gathering, issue or pattern that may unfavorably influence the industry's picture, benefit or capacity to act. "The base line is that on the off chance that we don't have a clue about a nearby fight is taking put in a convenient way there is no chance to get in which we can utilize our assets to challenge out of line results" (15). The business' initial cautioning framework is made up of its own workers, its merchants in the discount what's more, retail exchange, and its partners in the publicizing business furthermore, advertising organizations. This system is included in: pinpointing in every nation the initiative of the tobacco control development and its exercises; observing tobacco control gatherings and writing keeping in mind the end goal to distinguish the focal issues important to the development; distinguishing nations that are thinking about the presentation of tobacco control enactment. The business has likewise settled research organizations to look past today's logical and medicinal concerns furthermore, to highlight tomorrow's real research patterns. The point is to figure out what the business' fundamental medicinal and logical difficulties are probably going to be in the future.

#### **VI. Controlling the plan**

Indeed, even as the business put intensely in making questions about the damage of smoking, it perceived that it couldn't at last win on the wellbeing issue. It has in this manner attempted to control general society wrangle by moving it far from wellbeing to additional great territory. It has distinguished open concerns on which it can win bolster and has championed them. In this way it depicts itself as a pillar of the economy by giving employments and assessment income. This is a claim that fund clergymen and people in general find persuading amid times of financial somberness. Philip Morris' Vice President summed it up: "Monetary commitment contentions frame the foundation of tobacco industry open undertakings. Information from homestead salaries, occupations, charges, adjust of exchange information, and so forth., frame the questioning of industry lobbyists". The business likewise champions libertarian belief systems concerning the right to speak freely and decision, and employments the topic of dismissal of the babysitter state to ridicule wellbeing

insurance measures. The monetary contentions of the business have been rebuked by the World Bank, which has expressed that not very many nations would encounter work misfortunes as a consequence of decreased tobacco utilization. Cash not spent on tobacco could be contributed somewhere else to make occupations in different parts of the economy (16). Administrators in numerous nations have additionally dismisses the pseudo-libertarian position of the business. The right of governments to secure general wellbeing has been held to outweigh the flexibility to advance hurtful items (17).

## **VII. The hawking of impact**

In September 1999 an article in the New York Times mentioned the accompanying objective facts. "With the tobacco industry under attack as of late, New York State has offered cigarette makers an authoritative security zone. There have been no additional charges on cigarettes since 1993 and no additional weights on tobacco organizations that have confronted levies and controls somewhere else on their risky items. Such a smoke-accommodating environment does not show up coincidentally. Indeed, the tobacco business, especially Philip Morris, has been employing the state's officials with endowments and treats including suppers and tickets to sports occasions like the Indianapolis 500. Philip Morris has now been compelled to recognize that it abused New York State's campaigning law by underreporting (sic) the degree of its blessing giving in Albany. The organization's affirmation may never have been made but that records of New York spending got to be accessible in archives discharged in against smoking claims somewhere else in the nation". (18) No place is the significance of political battle commitments, campaigning and impact over the media by advertising organizations more apparent than in the United States. In Washington DC, exceptional intrigue lobbyists dwarf individuals from congress by 38 to 1 (19). Moreover, the 170 000 open relations professionals in the United States dwarf news correspondents by around 40 000. The general population relations organizations create truth, supposition pieces, master investigations, sentiment surveys, and petitions for their corporate customers. A recent report found that practically 40% of the news content in a run of the mill United States daily paper started from public statements (20). Notwithstanding being encouraged an eating regimen of industry purposeful publicity, segments of the media are eager associates of the business for reasons of self-interest. Those media most reliant on tobacco promoting are the most drastically averse to give an account of tobacco issues unfavorably. "The media like the cash they make from our promotions," says a Philip Morris reminder, "and they are a partner that we can and ought to endeavor." (21) A contextual investigation of how Philip Morris utilized the media to thrashing tobacco control enactment is given by Argentina. On 30 September 1992, enactment banning tobacco publicizing and confining smoking out in the open spots was passed by the Argentinian Parliament. On 5 October, be that as it may, the industry called a shut entryway working session with media proprietors, sports figures, publicizing administrators what's more, other invested individuals to make an air in which a presidential veto would be politically satisfactory. The outcome was that 129 articles showed up in daily papers and magazines between 1 October and 15 October, 105 of them ideal to the business' contentions. President Menem vetoed the bill on 13 October (22). At the point when self-intrigue is not adequate to get positive media scope the business is not apprehensive of utilizing intimidation. In 1996, R&R Tobacco, SouthAfrica's biggest cigarette producer, pulled back all its promoting from The Star daily paper in the wake of a publication that bolstered the direction of tobacco publicizing. This was an unmistakable cautioning to the media not to contradict tobacco interests. The business has additionally utilized its budgetary muscle to slaughter enactment. In the United States amid the in the first place half of 1998 it apparently spent more than US\$ 43 million on campaigning against government tobaccoenactment supported by Senator John McCain. The industry's promoting effort against the bill was, as indicated by the Dean of Communication at the College of Pennsylvania, Kathleen Hall Jamieson, the most noteworthy sum ever spent in a supported issue backing effort in the United States. She included that the promotions bended the actualities and misdirected general society. They were for all intents and purposes unanswered by wellbeing bunches on the immensely imperative battleground of TV. By utilizing its great strategy of moving the open deliberation from wellbeing to huge government, huge organization and huge duties, the industry guaranteed the annihilation of the bill regardless of significant support for it in Congress and among the overall population.

Reacting to cases that the campaigning exertion against the McCain Bill was a gigantic mishandle of corporate power, a representative for Philip Morris said: "The American political framework depends on a free furthermore, open practice of First Amendment opportunities. Philip Morris is a dynamic subject taking an interest in the political process by communicating our perspectives on issues that influence our organizations" (23). Then again a correspondent gave this stark appraisal of the First Amendment: "You can state anything you need to state. In any case, in the event that you truly need to be heard today, we're talking splashy cash" (24).

### **Opening markets through exchange assents and defilement**

Generally, the United States has respected low-income nations as an important fare showcase and has helped with opening these business sectors for American cigarettes. This help appeared as compulsion in the

1980s when the risk of exchange assents was used to pry open markets in China (Province of Taiwan), Japan, Republic of Korea, and Thailand (25). From 1975 to 1985 the tobacco organizations situated in the United States influenced Japan and other nations in the Western Pacific Region to evacuate exchange boundaries to remote cigarette imports, yet with just humble achievement. In 1986 the United States Government took up this matter at the command of the tobacco industry. It debilitated retaliatory taxes against Japanese fares of materials and vehicle parts unless the cigarette makers in the United States were permitted more prominent access to Japan's markets. To secure its fares the Japanese government gave in and evacuated the taxes what's more, different confinements on remote cigarettes. In one year the United States Government accomplished what the business had not possessed the capacity to do in ten years. Inside a month of Japan's choice both the Republic of Korea and Thailand opened their markets to tobacco from the United States (25).

In the United Kingdom The Observer uncovered in 1996 that BAT was gaining impact over the dispersal of British abroad guide as a feature of a crusade to secure its lucrative markets in creating nations. An Observer examination revealed a system of connections between the organization, official worldwide guide bodies and surely understood Members of Parliament, went for assisting the organization's purposes in the creating scene. At the focal point of BAT's abroad guide system was its new administrator, Ruler Cairns. The earlier year he had ended up Administrator of the Commonwealth Development Organization, a body dispersing US\$ 1.5 000 million of speculation to poor nations (26). The American tobacco organizations have utilized much more sketchy strategies to expand their impact abroad. In the 1970s RJ Reynolds paid US\$ 6 million as fixes to minor authorities of outside governments (27). Philip Morris has conceded making installments to remote government workers "for the motivation behind speeding up authoritative activity". Inner organization records unveiled that US\$16 000 were paid to a Dominican Republic assess officer for an ideal decision and that US\$ 12 000 were spent amid the previous couple of years in request to have a critical law sanctioned. Legitimate commitments to the President's political crusade added up to around US\$ 200 000 (28). All the more as of late, Philip Morris was included in a real battle fund embarrassment including the Civic Just Alliance, the biggest political gathering in the Czech Republic. In 1998, Philip Morris and two Czech organizations purportedly piped gifts to the Alliance through an imaginary organization. The environment priest was compelled to offer his acquiescence when the embarrassment broke (29). The full degree of debasement will most likely be never known. The general reason utilized by corporate elements is that they adjust to neighborhood moral principles while paying off authorities. As a general rule they help to undermine the solidness of political foundations and the economy in quest for their self-intrigue.

### **The expected fight with the World Health Organization**

In May 1999 the World Health Assembly collectively approved WHO to continue with the Framework Tradition on Tobacco Control (FCTC). This will be the world's first general wellbeing arrangement and could have a notable effect on tobacco utilize internationally. In spite of the fact that not anticipated that would be received until at slightest 2003, the FCTC has as of now go under assault from the tobacco organizations. They consider it to be an uncommon test to the business' flexibility to keep working together. Their anticipated opening salvos were as per the following: (1) "The tobacco industry has not been counseled." The call for discourse makes the business seem mindful, pleasing and comprehension. Be that as it may, the industry will probably oppose direction of its items. It looks for discourse keeping in mind the end goal to advance inaction and lessen the viability of the proposed measures. (2) "The genuine motivation is to boycott tobacco items." The FCTC does not visualize banning tobacco yet the industry raises the phantom of preclusion. An industry archive educates that the talk with respect to preclusion is a successful instrument in opposing against smoking measures. The expectation is to paint WHO as over the top, when in truth WHO is proposing capable cutoff points on the promoting, deal and dissemination of an item that murders four million individuals yearly. (3) "WHO is making an extra layer of organization and direction in a approach range where national governments are equipped to act." Although the transnational's have built up a typical expansive way to deal with opposing government enactment and control, they are against WHO detailing a global reaction to a worldwide issue.

## **VIII. Conclusion**

Sooner or later in the 21st century the fight between general wellbeing and corporate riches ought to be chosen for wellbeing. Monetary, social and wellbeing costs can be relied upon to keep expanding until no government can deny or disregard the mischief being brought about. At the point when this happens the tobacco plague ought to end. The question stays with respect to how rapidly this will happen and at what cost in human lives. The methods for battling the scourge are on hand. As per the World Bank, governments can raise cigarette charges, boycott the publicizing and advancement of tobacco items, and give data on the wellbeing dangers of smoking so as to decrease request adequately. The Bank has encouraged all nations to embrace these measures and has demonstrated that a thorough tobacco control approach is most certainly not prone to damage economies. Notwithstanding, the accessibility of successful arrangements is insufficient: the societal will to

actualize them is basic. Governments with restricted money related assets must be persuaded that tobacco control arrangements will prompt to manageable development and improvement. Governments likewise should be induced to offer need to the counteractive action of the scourge in nations where its full effect is not yet clear. The trouble of these assignments is exacerbated by the exercises of the tobacco business. The reasonable lesson of the previous 50 years is that the business is not arranged to act capably. However it holds a finish of respectability. It presents itself as a wellspring of income, provider of occupations, supporter of expressions of the human experience and game, safeguard of opportunity and supplier of joy. It is not seen as having sold out its clients' trust, as being a degenerate impact on governments and as a purveyor of dependence on kids. Openness and straightforwardness about the business' item and its exercises are vital before successful tobacco control exercises can be executed. The accompanying conditions ought to be forced on tobacco organizations. (1) Public exposure ought to be made in each market of what the organizations knew about the mischief and addictiveness of tobacco, when they procured this information, and how they reacted to it. (2) Internationally perceived fundamental buyer rights ought to be ensured to smokers, counting the accompanying: the privilege to security for both clients and non-clients; albeit no sheltered cigarette exists, a mischief lessening methodology, including the best conceivable diminishment in the lethality of tobacco items, ought to be sought after; the privilege to be completely educated, including the privilege not to be misguided; the privilege to pick, including the privilege to decide to quit utilizing the item (i.e., help in overcoming dependence); the privilege to be listened; the privilege to pay for damage; the privilege to a sound environment. (3) All commitments to political gatherings furthermore, government officials ought to be pronounced, and all sums paid to lobbyists, specialists and different gatherings with a view to affecting open approach ought to be uncovered. (4) Trade relationship of the business and other groupings set up to mislead the general population about the mischief of smoking ought to be disbanded. (5) Anti-defilement and against trust laws ought to be implemented. (6) No tax cuts ought to be accessible for backing, promoting, political commitments or campaigning; these exercises ought not be considered as an ordinary cost of working together. (7) Government missions ought not be utilized to challenge other nations' general wellbeing directions on tobacco. (8) Improvement help ought not be utilized to bolster expanded tobacco creation. (9) World exchange understandings ought not be utilized to make it conceivable to debilitate general wellbeing direction on tobacco.

### References

- [1]. Cohen T. A close contest for number one spot. *Business Day*, 1999.
- [2]. The new tobacco world. *Tobacco Journal International*, September 1999.
- [3]. INFACT's 1998 people's annual report. *Global Aggression*.
- [4]. BAT Industries. Facts and figures, 1996. BAT Industries Ltd, London, 1996.
- [5]. Sweeney J. Selling cigarettes to the Africans. *The Independent Magazine* 1998.
- [6]. Doll R, Hill AB. Lung cancer and other causes of death in relation to smoking. A second report on the mortality of British doctors. *British Medical Journal*, 1956, 2: 1071–1081.
- [8]. The Roper proposal. F. Panzer memorandum to HR Kornegay, 1972 (Bates No. 87657704/7706; all tobacco industry documents cited in this article are referenced by a Bates number to facilitate retrieval on the Internet. A Bates number is a unique identifying number assigned to documents produced in litigation).
- [9]. Tobacco explained: the truth about the tobacco industry in its own words. Hill and Knowlton memorandum In: *Action on Smoking and Health*. London, 1998.
- [10]. Tobacco Industry Research Committee Program. JM Brady memorandum to CC Little, 1962.
- [11]. Kannangora A. PMEEMA Region: 1987 ITS Plan. Philip Morris, 1987.
- [12]. Gallaher Limited. Auerbach/Hammond Beagle Experiment. Memorandum from General Manager, Research, to Managing Director, 1970.
- [13]. Boyce S. Note on a special meeting of the UK industry on environmental tobacco smoke, London, 1988. *British American Tobacco*.
- [14]. Report on the European Consultancy Programme. Covington & Burling memorandum, 1990.
- [15]. Concar D, Day M. Undercover operation. *New Scientist*, 1998.
- [16]. Durden D. Transmittal of summary report on public affairs components of Study of the Social Aspects of Smoking research. RJ Reynolds, 1978.
- [17]. Jha P, Chaloupka FJ. *Curbing the epidemic: governments and the economics of tobacco control*. Washington, DC, The World Bank, 1999.
- [18]. Roemer R. Legislative action to combat the world tobacco epidemic. Geneva, World Health Organization, 1993.
- [19]. Albany's lobbying toll. *New York Times*, 1999.
- [20]. Hungry lobbyists gnawing away at democracy. *Arianna Online*, 1999.
- [21]. Korten DC. When corporations rule the world. West Hartford, CT, Kumarian Press, 1995.
- [22]. Smoking and health initiatives. Philip Morris, 1985.
- [23]. Veto of anti-tobacco law. Case analysis: Argentina.
- [24]. Tobacco companies spend US\$ 40 million on lobbying. *Associated Press*, 1998.
- [25]. Moyers B. Free speech for sale. *US Public Broadcasting Service*, 1999.
- [26]. Connolly GN. Tobacco and United States trade sanctions. In: Maoki M et al., eds. *Smoking and Health 1987*. Amsterdam, Elsevier Science Publishers, 1988.
- [27]. Leigh D, Calvert J. Cigarette giant in aid ploy. *The Observer*, 1996.
- [28]. Cigarette Company Reynolds involved in a corruption scandal. *Die Welt*, 1976.
- [29]. Taylor P. The smoke ring. London, The Bodley Head, 1984.
- [30]. Czech environment minister offers resignation over scandal. *AP-Dow Jones News Service*, 1998.