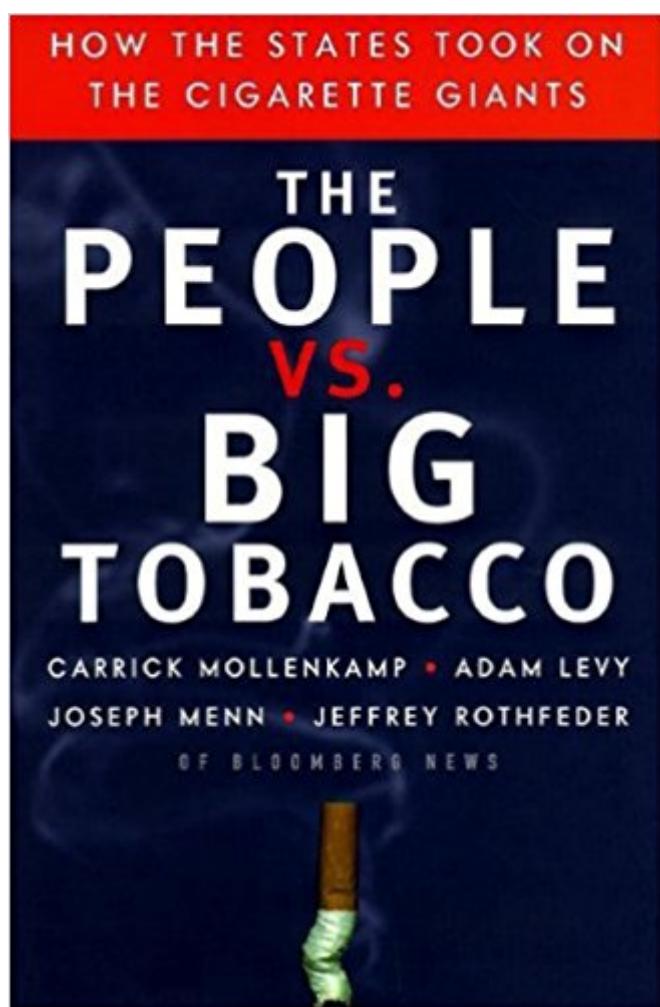


The book was found

The People Vs. Big Tobacco: How The States Took On The Cigarette Giants



Synopsis

For the first time, the facts behind the scorching of Big Tobacco are woven into a single investigative narrative. Written in the fast-paced, riveting style by a reporting team positioned from the beginning inside the frame with key players from all sides of the legal battleground, this book lets readers become insiders themselves in one of the most amazing social and financial dramas of our century. Photos.

Book Information

Hardcover: 368 pages

Publisher: Bloomberg Press; 1st edition (January 15, 1998)

Language: English

ISBN-10: 1576600572

ISBN-13: 978-1576600573

Product Dimensions: 6.4 x 1.3 x 9.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #1,293,956 in Books (See Top 100 in Books) #93 in Books > Law > Business > Consumer Law #143 in Books > Law > Administrative Law > Public #185 in Books > Health, Fitness & Dieting > Addiction & Recovery > Smoking

Customer Reviews

After nimbly sidestepping any and all lawsuits for more than four decades, the tobacco industry received what could prove to be a mortal blow when Merrell Williams, a Louisville paralegal, stole thousands of pages of confidential documents from the law firm where he worked and handed them over to Michael Moore, the attorney general of Mississippi. These confidential documents proved that the Brown & Williamson Tobacco Corporation, a client of the firm, knew the dangers associated with smoking cigarettes, and that they had lied repeatedly to the public about the risks. Once these documents were released via the Internet and numerous anonymous mailings, the blood was in the water. A coalition of 65 top American trial lawyers attacked the tobacco industry from one side, while Moore and 39 other states' attorneys general pounced from the other, eventually resulting in a \$368 billion settlement--the largest in American history. *The People Vs. Big Tobacco: How the States Took on the Cigarette Giants* is a blow-by-blow account of how the "Mother of All Lawsuits" was eventually settled, who the major players were, and what the settlement actually means for the future of Big Tobacco. The lawsuit settlement has since been railed by many health organizations

and policymakers as a sellout, but there is no doubt that the tobacco industry has been permanently altered. Though more big-league legal wrangling is sure to come, *The People Vs. Big Tobacco* is an excellent analysis of the battle as it currently stands.

The reporters from Bloomberg Financial Markets recount the events and often dramatic negotiations between the CEOs of cigarette makers Philip Morris, RJR, Brown and Williamson, Liggett, and Lorillard and a loosely federated alliance of antismoking interests that resulted in a staggering \$368.5 billion settlement against the tobacco giants in June 1997. The cigarette makers, confronted by a record number of pending lawsuits and a reelected President Clinton, reluctantly recognized the need to compromise or face possible bankruptcy. The arrogant miscalculations of the CEOs, the frustrations of attorneys on both sides, and the role played by whistle-blowers and document snatchers are all vividly retold, showing how that unlikely agreement was cobbled together. In addition to the settlement, the tobacco industry lost much of its advertising privileges and faced possible regulation by the Food and Drug Administration. This rousing, readable account serves as a fine complement to Richard Kluger's Pulitzer Prize-winning *Ashes to Ashes* (LJ 6/15/96). Highly recommended for public libraries.?Karl Helicher, Upper Merion Township Lib., King of Prussia, Pa.Copyright 1998 Reed Business Information, Inc.

I am prejudiced as my brother's name is mentioned.

A patchwork quilt of Bloomberg dispatches, slightly less biased than USA Today's coverage of the situation. Examine the heavy predominance of trial attorney and AG sources in the "Notes" section, compare the lack of industry source material (aside from public pronouncements). Nearly 20% of the book is a simple re-print of the settlement agreement itself.

I have never read it but come come no matter what sided of the debate on the people versus big tobacco. The americans government legal action hardly the people. The private citizens cases sure. But the american governments case more or less a pay to conitue buiness and avoid legal accountablity from private citizen. Bride the different states free to avoid legal action. be allowed to sell product in state or bribes decrease and sell to the world for 25 years and avoid private legal actions in states.I have only read the title of the book but unless is humerous or wit ironic or somehow a deliberate mis repsentation then the author is delusionial in the use of the people. Unless of course that is a genric term that is used to describe when american gov takes a legal

action which it may be then ok yes i think that is thimnking about it ignore this pointless comment

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

The People Vs. Big Tobacco: How the States Took on the Cigarette Giants Early Cigar, Cigarette and Tobacco Advertisements: Nostalgia - A Collection Learning from the Giants: Life and Leadership Lessons from the Bible (Giants of the Bible) Negotiating with Giants: Get What You Want Against the Odds Negotiating with Giants Assuming the Risk : The Mavericks, the Lawyers, and the Whistle-Blowers Who Beat Big Tobacco Gideon's Trumpet: How One Man, a Poor Prisoner, Took His Case to the Supreme Court-and Changed the Law of the United States My Growing-Up Library: Sesame Street Board Books- Too Big for Diapers / Big Enough for a Bed / Too Big for Bottles / Big Enough for a Bike Big Nate Triple Play Box Set: Big Nate: In a Class by Himself, Big Nate Strikes Again, Big Nate on a Roll People's History of Sports in the United States: 250 Years of Politics, Protest, People, and Play (New Press People's History) Farmer Herman and the Flooding Barn: A story about 344 people working together to solve a big, big, big problem The Cigarette Century: The Rise, Fall, and Deadly Persistence of the Product That Defined America E-Juice Recipes: Shake and Vape E-Liquid Recipes For Your Electronic Cigarette, E-Hookah G-Pen: Quick and tasty E-liquid recipes that you can enjoy today. ... E-liquid recipes for DIY E-juicers. Book 3) Electronic Cigarette: The Ultimate Guide for Understanding E-Cigarettes And What You Need To Know (Vaping Pen, Electronic Hookah, E-Hookah, E-Liquid, Alternative, Juice, G-Pen, Starter Kit) E-Juice Recipes: Clone Zone - 21 Popular E-Liquid Clone Recipes For Your Electronic Cigarette, E-Hookah G-Pen (All Day Vape) Ashes to Ashes: America's Hundred-Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris VAPE: Stop Smoking Start Vaping: A Beginners Guide to the Electronic Cigarette E-cigarette: The Real Benefits & Myths about Vaping Weed This Way! Cannabis Oil, CBD Oil, Dry Herb, Hemp Oil, & Wax Vaping with Electronic Cigarette 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) E-Juice Recipes: Popular Vape Recipes and eLiquid Recipes to Use For Your Electronic Cigarette, E-Hookah, G-Pen & Vape!

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)