

Book bulb

The bulk of the world's tobacco is produced in low- and middle-income countries. In order to dissuade these countries from implementing policies aimed at curbing tobacco consumption (such as increased taxes, health warnings, advertising bans and smoke-free environments), the tobacco industry claims that tobacco farmers will be negatively affected and that no viable, sustainable alternatives exist. This book, based on original research from three continents, exposes the myths behind these claims.