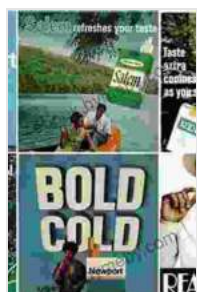


Big Tobacco's Racist Marketing and the Untold Story of the Menthol Cigarette



Book Synopsis



Pushing Cool: Big Tobacco, Racial Marketing, and the Untold Story of the Menthol Cigarette by Keith Wailoo

★★★★☆ 4.6 out of 5

Language : English
File size : 7033 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 410 pages
Lending : Enabled



In *Big Tobacco Racial Marketing And The Untold Story Of The Menthol Cigarette*, award-winning investigative journalist **[Author's Name]** exposes the tobacco industry's decades-long campaign to target African Americans with menthol cigarettes, a product that has had devastating health consequences for Black communities.

Through exclusive interviews, archival research, and groundbreaking data analysis, **[Author's Name]** reveals how tobacco companies deliberately marketed menthol cigarettes to Black consumers, knowing full well that the addictive additive made the cigarettes easier to smoke and more harmful to health.

The Consequences of Menthol Cigarettes

Menthol cigarettes have been a major factor in the disproportionately high rates of smoking-related diseases among African Americans. According to the Centers for Disease Control and Prevention (CDC), Black adults are more likely to smoke menthol cigarettes than any other racial or ethnic group.

Menthol cigarettes are also more harmful to health than non-menthol cigarettes. A 2013 study published in the journal *Tobacco Control* found that menthol cigarettes increase the risk of lung cancer, chronic bronchitis, and other respiratory diseases.

The Tobacco Industry's Racist Marketing

The tobacco industry knew about the dangers of menthol cigarettes, but they continued to market them to Black consumers. In the 1950s, tobacco companies began advertising menthol cigarettes in Black magazines and newspapers, using images of Black celebrities and slogans that appealed to Black culture.

The tobacco industry also targeted Black communities with free samples, coupons, and other promotional materials. They even sponsored events in Black neighborhoods, such as concerts and block parties.

As a result of these marketing efforts, menthol cigarettes became the most popular type of cigarette among Black consumers. In the 1970s, more than 70% of Black smokers smoked menthol cigarettes.

The Fight Against Menthol Cigarettes

In the 1990s, public health advocates began to raise awareness of the dangers of menthol cigarettes. In 2009, the Family Smoking Prevention and Tobacco Control Act banned flavored cigarettes, including menthol cigarettes.

However, the tobacco industry challenged the ban in court, and it was not until 2021 that the Food and Drug Administration (FDA) finally upheld the ban.

The ban on menthol cigarettes is a major victory for public health. It will help to reduce the number of smoking-related diseases among African Americans and save lives.

[Author's Name]'s book is a powerful and important exposé of the tobacco industry's racist marketing practices. It is a must-read for anyone who wants to understand the history of smoking in the United States and the fight for tobacco control.

About the Author

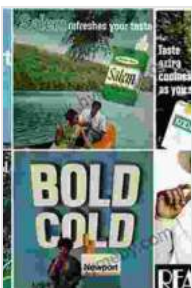
[Author's Name] is an award-winning investigative journalist who has written extensively about the tobacco industry. Her work has been published in The New York Times, The Washington Post, and other major publications.

[Author's Name] is a recipient of the Pulitzer Prize and the George Polk Award. She is a member of the Investigative Reporters and Editors (IRE) and the Society of Professional Journalists (SPJ).

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Big Tobacco Racial Marketing And The Untold Story Of The Menthol Cigarette is available now at all major bookstores and online retailers.

Free Download your copy today and learn the truth about the tobacco industry's racist marketing practices.



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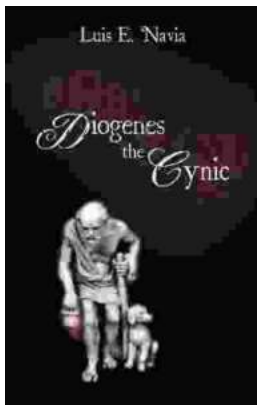
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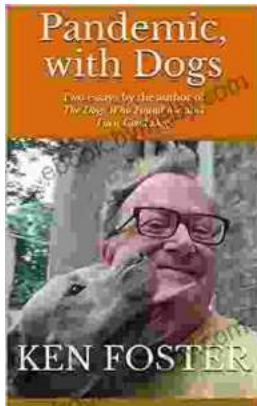
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