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Nota di contenuto	Introduction : separating myth from reality / Wardie Leppan, Natacha Lecours, and Daniel Buckles -- Determinants and likely evolution of global tobacco leaf demand / Jad Chaaban -- Tobacco leaf farming in Lebanon : why marginalized farmers need a better option / Kanj Hamade -- "Gentlemen, why not suppress the prices?" : global leaf companies suppress rural livelihoods in Malawi / Marty Otanez and Laura Graen -- The harsh realities of tobacco farming : a review of socioeconomic, health, and environmental impacts / Natacha Lecours -- Breaking the dependency on tobacco production : transition strategies for Bangladesh / Farida Akhter, Daniel Buckles, and Rafiqul Haque Tito -- Substituting bamboo for tobacco in South Nyanza Region, Kenya / Jacob K. Kibwage, Godfrey W. Netondo, and Peter O. Magati -- Diversification strategies for tobacco farmers : lessons from Brazil / Guilherme Eidt Goncalves de Almeida -- Conclusion : reframing the debate on tobacco control and tobacco farming / Daniel Buckles, Natacha Lecours, and Wardie Leppan.
Sommario/riassunto	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.
