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Altri autori (Persone)	SlovicPaul <1938->
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Nota di bibliografia	Includes bibliographical references (p. 343-376) and index.
Nota di contenuto	Cover; Contents; Preface; Part I: INTRODUCTION; 1 - The Risks of Active and Passive Smoking; 2 - A Profile of Smokers and Smoking; Part II: PERCEPTIONS OF RISK BY ADOLESCENTS AND ADULTS; 3 - What do young people think they know about the risks of smoking?; 4 - The role of perceived risk in starting and stopping smoking; 5 - Smokers' recognition of their vulnerability to harm; 6 - Cigarette smokers; Part III: MEDIA INFLUENCE ON SMOKING; 7 - Advertising, smoker imagery, and the diffusion of smoking behavior; Part IV: ADDICTION; 8 - The nature of nicotine addiction 9 - A visceral account of addiction 10 The Catch-22 of Smoking and Quitting; Part V: LEGAL AND POLICY PERSPECTIVES; 11 - The Joint Failure of Economic Theory and Legal Regulation; 12 - Tobacco and Public Health Policy; Appendix A; Appendix B; Appendix C; References; Index; About the Contributors

Sommario/riassunto

The basis for this study are two extensive telephone surveys (designed by Slovic and the other contributors to this volume) that were conducted between 1999- 2000, recording the responses of over 4000 people.
