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Autore	Reid Roddey <1952->
Titolo	Globalizing tobacco control [[electronic resource]] : anti-smoking campaigns in California, France, and Japan // Roddey Reid
Pubbl/distr/stampa	Bloomington, : Indiana University Press, c2005
ISBN	9786612072567 1-282-07256-0 0-253-11155-2
Descrizione fisica	1 online resource (329 p.)
Collana	Tracking globalization
Disciplina	362.29/67
Soggetti	Smoking - Government policy Smoking - Government policy - California Smoking - Government policy - France Smoking - Government policy - Japan Smoking - California - Prevention Smoking - France - Prevention Smoking - Japan - Prevention
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [265]-289) and index.
Nota di contenuto	Global and local strategies: state and NGO initiatives, community mobilization, and social marketing -- The dynamics of collaboration and community input in the media campaign -- The campaign against secondhand smoke: family, ethical subjects, and the social body -- Revising late modernity: smoking as icon of industrialism and the cold war in public health and media culture -- France: unexceptional exceptionalism? -- Japan: in the shadow of colonialism and Japan tobacco.
Sommario/riassunto	""[Reid] develops an approach to globalization and health that goes beyond simplistic dichotomies -- such as the puritanism of the United States in contrast with the more libertine cultures of other countries -- and he also eschews the equally simplistic view that the world is becoming homogenized."" -- David J. Hess, Rensselaer Polytechnic Institute. A tangible aspect of living, working, and traveling in the 21st

century is the experience of moving between smoke-filled and smoke-free environments.
