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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : a tobacco war in America's heartland -- Historical background of tobacco control in Oklahoma -- The influence of the tobacco industry lobby -- Leslie Beitch and the 2001-2003 Clean Indoor Air Campaign -- The 2004 battle for cigarette taxes -- Aftermath : clean indoor air post-2003 -- Lessons learned : public ethics and the public good.
Sommario/riassunto	sHeartland Tobacco War chronicles the political and public relations battles between health advocates and forces supported by the tobacco industry in Oklahoma from the 1980s to the present, drawing on previously-suppressed tobacco insider documents and first-hand interviews with key players. The authors especially highlight the role of Oklahoma's "renegade" Department of Health Commissioner, Dr. Leslie Bietsch, in the theoretical contexts of insider and outsider policy advocacy, administrative ethics, and direct democracy.</spa