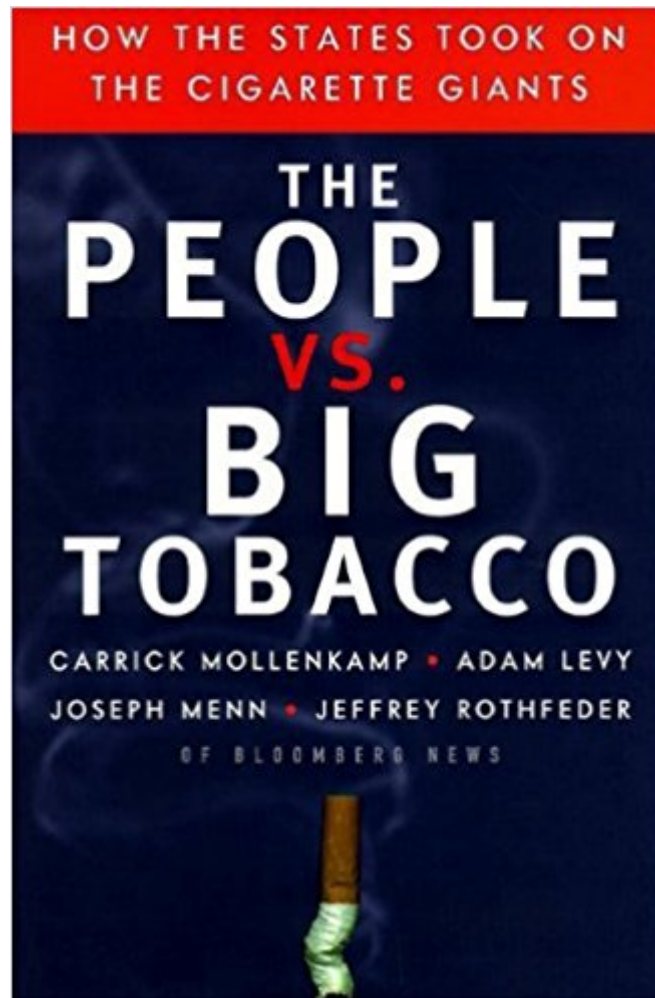




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The People Vs. Big Tobacco: How The States Took On The Cigarette Giants



Synopsis

For the first time, the facts behind the scorching of Big Tobacco are woven into a single investigative narrative. Written in the fast-paced, riveting style by a reporting team positioned from the beginning inside the frame with key players from all sides of the legal battleground, this book lets readers become insiders themselves in one of the most amazing social and financial dramas of our century. Photos.

Book Information

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Customer Reviews

After nimbly sidestepping any and all lawsuits for more than four decades, the tobacco industry received what could prove to be a mortal blow when Merrell Williams, a Louisville paralegal, stole thousands of pages of confidential documents from the law firm where he worked and handed them over to Michael Moore, the attorney general of Mississippi. These confidential documents proved that the Brown & Williamson Tobacco Corporation, a client of the firm, knew the dangers associated with smoking cigarettes, and that they had lied repeatedly to the public about the risks. Once these documents were released via the Internet and numerous anonymous mailings, the blood was in the water. A coalition of 65 top American trial lawyers attacked the tobacco industry from one side, while Moore and 39 other states' attorneys general pounced from the other, eventually resulting in a \$368 billion settlement--the largest in American history. *The People Vs. Big Tobacco: How the States Took on the Cigarette Giants* is a blow-by-blow account of how the "Mother of All Lawsuits" was eventually settled, who the major players were, and what the settlement actually means for the future of Big Tobacco. The lawsuit settlement has since been railed by many health organizations

and policymakers as a sellout, but there is no doubt that the tobacco industry has been permanently altered. Though more big-league legal wrangling is sure to come, *The People Vs. Big Tobacco* is an excellent analysis of the battle as it currently stands.

The reporters from Bloomberg Financial Markets recount the events and often dramatic negotiations between the CEOs of cigarette makers Philip Morris, RJR, Brown and Williamson, Ligett, and Lorillard and a loosely federated alliance of antismoking interests that resulted in a staggering \$368.5 billion settlement against the tobacco giants in June 1997. The cigarette makers, confronted by a record number of pending lawsuits and a reelected President Clinton, reluctantly recognized the need to compromise or face possible bankruptcy. The arrogant miscalculations of the CEOs, the frustrations of attorneys on both sides, and the role played by whistle-blowers and document snatchers are all vividly retold, showing how that unlikely agreement was cobbled together. In addition to the settlement, the tobacco industry lost much of its advertising privileges and faced possible regulation by the Food and Drug Administration. This rousing, readable account serves as a fine complement to Richard Kluger's Pulitzer Prize-winning *Ashes to Ashes* (LJ 6/15/96). Highly recommended for public libraries. —Karl Helicher, Upper Merion Township Lib., King of Prussia, Pa. Copyright 1998 Reed Business Information, Inc.

I am prejudiced as my brother's name is mentioned.

A patchwork quilt of Bloomberg dispatches, slightly less biased than USAToday's coverage of the situation. Examine the heavy predominance of trial attorney and AG sources in the "Notes" section, compare the lack of industry source material (aside from public pronouncements). Nearly 20% of the book is a simple re-print of the settlement agreement itself.

I have never read it but come come no matter what sided of the debate on the people verses big tobacco. The americans government legal action hardly the people. The private citizens cases sure. But the american governments case more or less a pay to conitue buiness and avoid legal accouintablity from private citizen. Bride the different states free to avoid legal action. be allowed to seel product in state or bribes decrease and sell to the world for 25 years and avoid private legal actions in states. I have only read the title of the book but unless is humerous or wit ironic or somehow a deliberate mis representation then the author is delusionial in the use of the people. Unless of course that is a genric term that is used to describe when american gov takes a legal

action which it may be then ok yes i think that is thimnking about it ignore this pointless comment

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