SPECIAL COMMUNICATION

The most important and influential papers in tobacco control: results of an online poll

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In a recent issue, we published a list of the 100 most cited authors who have published work relevant to tobacco control.[1] We also listed the 50 most cited papers in our field. That exercise produced lists of authors and papers dominated by ''big epi'' work: papers mainly establishing the contribution of tobacco use to disease. Such papers are often published in high impact factor journals and tend to be cited in the introductory sections of other papers.

Constructing the lists by citations alone resulted in some authors appearing who would not normally be considered leaders in tobacco control. They were primarily researchers working in epidemiology—often multi-risk factor epidemiology—whose work involved them in looking at the relation of smoking to disease. There were very few whose work involved tobacco *control*. Similarly, the 50 most cited papers were also dominated by epidemiological studies. The lists were decidedly narrow in showing the breadth of research scholarship examining all aspects of tobacco control policy, programmes, and the science underpinning these.

Throughout my own career, I have often noted papers that struck me as in some way seminal or as having made a research contribution that changed the ways in which our field thought about strategy and what needed to be done. I thought a parallel exercise where we invited people to vote for what they considered, simply, are the most important and influential papers in tobacco control might produce an interesting list.

METHOD

Over one month, all corresponding authors on papers published in *Tobacco Control* since 2001, as well as the members of the journal's editorial advisory board and its senior editors, were invited to go to a closed website to nominate up to five papers in each of 12 broad subject categories which they regarded as the ''most important and influential papers'' on tobacco control. Fifteen author's emails were returned as non-functional, leaving 202 who were invited to nominate. The software associated with the nomination process allowed the PubMed database to be searched and the unique identifying number of each nominated paper to be extracted to a database. Nominators could not see papers nominated by other nominators.

The 12 lists of papers thus obtained were then placed on a public website and thrown open for public voting for four weeks. Publicity about the voting was placed on the *Tobacco Control* homepage, on my own website,[2] and via the Globalink and Society for Research on Nicotine and Tobacco membership list servers. The software limited each person's voting to five votes per category. Voters were unable to see the progressive voting totals as they voted. Papers nominated in more than one category were allowed to attract votes in each of their nominated categories.

RESULTS

The nomination phase saw 49 people nominate 658 different papers; 49 (19.8%) made at least one nomination (range 1–60, mean 22.1). The voting phase saw 179 people vote 2966 times for these 658 papers. Papers listed by the nominators were included in the total votes. The 12 lists (tables 1–12) are shown below in order of the number of votes received for the 10 top papers in each category (in two categories there were 11 papers because of tied votes), as well as their citations as shown on the Institute of Scientific Information's Web of Science site as of June 2005.

Over three quarters of the leading papers were published in five journals: *Tobacco Control* (40), *JAMA* (20), *BMJ* (17), *American Journal of Public Health* (10), and *New England Journal of Medicine* (6).

DISCUSSION

Self nominations in the nomination phase were common although, with a few exceptions, by no means dominated any individual's list. It is possible that some authors may have urged their colleagues to vote for their papers, but if this occurred, it did not appear to be obvious in the pattern of voting. Voters had no way of knowing how many votes would have been needed to get them ''over the line'' into the top 10 in any category.

The average number of years since publication of papers in all categories was 8.5 years. In some categories (industry conduct, mass media, and ''other'') recent papers dominated the lists, suggesting a recent recall bias may have been operating or, in the case of industry conduct, the avalanche of recent work engendered by the availability of internal industry documents. It may have been that some considered ''influence and importance'' to mean importance to today's policy environment.

The lists of papers may be useful to teachers wishing to point students to a range of reading that those working in the field regard as important. Journals sometimes ask a prominent researcher to list important papers they would advise all newcomers to a field to read. This exercise has advanced the spirit of those sorts of lists further by engaging far more in the voting process.

Competing interests: none declared

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REFERENCES

1 **Byrne F**, Chapman S. The most cited authors and papers in tobacco control. *Tobacco Control* 2005;**14**:155–60.
2 **Tobacco Control Supersite**. http://tobacco.health.usyd.edu.au/.

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Table 1 Secondhand smoke: 378 votes for 85 nominations. Top 10 received 48.6% of votes

Paper	Votes	Citations
Hirayama T. Non-smoking wives of heavy smokers have a higher risk of lung cancer: a study from Japan. *BMJ* 1981;**282**:183–5.	52	420
Glantz SA, Parmley WW. Passive smoking and heart disease. Mechanisms and risk. *JAMA* 1995;**273**:1047–53.	26	157
Sargent RP, Shepard RM, Glantz SA. Reduced incidence of admissions for myocardial infarction associated with public smoking ban: before and after study. *BMJ* 2004;**328**:977–80.	22	7
Repace JL, Lowrey AH. Indoor air pollution, tobacco smoke, and public health. *Science* 1980;**208**:464–72.	17	186
Muggli ME, Hurt RD, Blanke DD. Science for hire: a tobacco industry strategy to influence public opinion on secondhand smoke. *Nicotine Tob Res* 2003;**5**:303–14.	16	24
Barnes DE, Hanauer P, Slade J, Bero LA, Glantz SA. Environmental tobacco smoke. The Brown and Williamson documents. *JAMA* 1995;**274**:248–53.	15	38
Whincup PH, Gilg JA, Emberson JR, Jarvis MJ, Feyerabend C, Bryant A, Walker M, Cook DG. Passive smoking and risk of coronary heart disease and stroke: prospective study with cotinine measurement. *BMJ* 2004;**329**:200–5.	15	6
Scollo M, Lal A, Hyland A, Glantz S. Review of the quality of studies on the economic effects of smoke-free policies on the hospitality industry. *Tobacco Control* 2003;**12**:13–20.	11	21
Glantz SA, Parmley WW. Passive smoking and heart disease. Epidemiology, physiology, and biochemistry. *Circulation* 1991;**83**:1–12.	11	276
Chapman S, Borland R, Scollo M, Brownson RC, Dominello A, Woodward S. The impact of smoke-free workplaces on declining cigarette consumption in Australia and the United States. *Am J Public Health* 1999;**89**:1018–23.	10	53

Table 2 Epidemiology of tobacco caused disease: 340 votes for 45 nominations. Top 10 received 50.3% of votes

Paper	Votes	Citations
Doll R, Peto R, Boreham J, Sutherland I. Mortality in relation to smoking: 50 years' observations on male British doctors. *BMJ* 2004;**328**:1519.	42	22
Hirayama T. Non-smoking wives of heavy smokers have a higher risk of lung cancer: a study from Japan. *BMJ* 1981;**282**:183–5.	24	420
Wynder EL, Graham EA. Tobacco smoking as a possible etiologic factor in bronchiogenic carcinoma; a study of 684 proved cases. *JAMA* 1950;**143**:329–36.	18	538
Peto R, Lopez AD, Boreham J, Thun M, Heath C. Mortality from tobacco in developed countries: indirect estimation from national vital statistics. *Lancet* 1992;**339**:1268–78.	16	464
Doll R, Peto R, Wheatley K, Gray R, Sutherland I. Mortality in relation to smoking: 40 years' observations on male British doctors. *BMJ* 1994;**309**:901–11.	13	736
Doll R, Hill AB. A study of the aetiology of carcinoma of the lung. *BMJ* 1952;**2**:1271–86.	13	389
Doll R, Hill AB. The mortality of doctors in relation to their smoking habits: a preliminary report. 1954. *BMJ* 1954;**2**;1451–5.	12	–
Glantz SA, Parmley WW. Passive smoking and heart disease. Mechanisms and risk. *JAMA* 1995;**273**:1047–53.	11	157
Ezzati M, Lopez AD. Estimates of global mortality attributable to smoking in 2000. *Lancet* 2003;**362**:847–52.	11	35
Doll R, Hill AB. Smoking and carcinoma of the lung; preliminary report. *BMJ* 1950;**2**:739–48.	11	–

Table 3 Cessation: 305 votes for 64 nominations. Top 10 received 44.9% of votes

Paper	Votes	Citations
Novello AC. Surgeon General's report on the health benefits of smoking cessation. *Public Health Rep* 1990;**105**:545–8.*	18	8
Prochaska JO, DiClemente CC. Stages and processes of self-change of smoking: toward an integrative model of change. *J Consult Clin Psychol* 1983;**51**:390–5.	17	1347
Novotny TE, Pierce JP, Giovino GA, *et al.* Methods used to quit smoking in the United States. Do cessation programs help? *JAMA* 1990;**263**:2760–5.	17	289
Russell MA, Wilson C, Taylor C, Baker CD. Effect of general practitioners' advice against smoking. *BMJ* 1979;**2**:231–5.	17	565
Fiore MC. US public health service clinical practice guideline: treating tobacco use and dependence. *Respir Care* 2000;**45**:1200–62.	15	
Zhu SH, Stretch V, Balabanis M, Rosbrook B, Sadler G, Pierce JP. Telephone counseling for smoking cessation: effects of single-session and multiple-session interventions. *J Consult Clin Psychol* 1996;**64**:202–11.	12	85
Jorenby DE, Leischow SJ, Nides MA *et al.* A controlled trial of sustained-release bupropion, a nicotine patch, or both for smoking cessation. *N Engl J Med* 1999;**340**:685–91.	12	436
Doll R, Peto R, Boreham J, Sutherland I. Mortality in relation to smoking: 50 years' observations on male British doctors. *BMJ* 2004;**328**:1519.	11	22
Silagy C, Lancaster T, Stead L, Mant D, Fowler G. Nicotine replacement therapy for smoking cessation. Cochrane database of systematic reviews *Cochrane Database Syst Rev* 2004;(3):CD000146.	9	–
Pierce JP, Farkas AJ, Gilpin EA. Beyond stages of change: the quitting continuum measures progress towards successful smoking cessation. *Addiction* 1998;**93**:277–86.	9	24

*This was a summary of the Surgeon General's report bearing the same name. It seems likely that some voters thought they may have been voting for the full report.

Table 4 Youth: 254 votes for 60 nominations. Top 10 received 46.5% of votes

Paper	Votes	Citations
Ling PM, Landman A, Glantz SA. It is time to abandon youth access tobacco programmes. *Tobacco Control* 2002;**11**:3–6.	20	18
Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Merritt RK. Validation of susceptibility as a predictor of which adolescents take up smoking in the United States. *Health Psychol* 1996;**15**:355–61.	15	128
DiFranza JR, Savageau JA, Rigotti NA, *et al.* Development of symptoms of tobacco dependence in youths: 30 month follow up data from the DANDY study. *Tobacco Control* 2002;**11**:228–35.	13	42
Lantz PM, Jacobson PD, Warner KE *et al.* Investing in youth tobacco control: a review of smoking prevention and control strategies. *Tobacco Control* 2000;**9**:47–63.	12	71
Wayne GF, Connolly GN. How cigarette design can affect youth initiation into smoking: Camel cigarettes 1983–93. *Tobacco Control* 2002;11(suppl I):i32–9.	12	9
Peterson AV, Kealey KA, Mann SL, Marek PM, Sarason IG. Hutchinson smoking prevention project: long-term randomized trial in school-based tobacco use prevention—results on smoking. *J Natl Cancer Inst* 2000;**92**:1979–91.	10	86
Ling PM, Glantz SA. Why and how the tobacco industry sells cigarettes to young adults: evidence from industry documents. *Am J Public Health* 2002;**92**:908–1.	9	34
DiFranza JR, Tye JB. Who profits from tobacco sales to children? *JAMA* 1990;**63**:2784–7.	9	53
Pollay RW. Targeting youth and concerned smokers: evidence from Canadian tobacco industry documents. *Tobacco Control* 2000;**9**:136–47.	9	35
DiFranza JR, Dussault GF. The federal initiative to halt the sale of tobacco to children—the Synar Amendment, 1992–2000: lessons learned. *Tobacco Control* 2005;**14**:93–8.	9	0

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Table 5 Epidemiology of tobacco use, knowledge, beliefs and attitudes: 251 votes for 45 nominations. Top 10 received 54.2% of votes

Paper	Votes	Citations
Shiffman S, Pillitteri JL, Burton SL, Rohay JM, Gitchell JG. Smokers' beliefs about ''Light'' and ''Ultra Light'' cigarettes. *Tobacco Control* 2001;**10**(suppl I):i17–23.	22	18
Giovino GA. Epidemiology of tobacco use among US adolescents. *Nicotine Tob Res* 1999;**1**(suppl 1):S31–40.	18	–
Foulds J, Ramstrom L, Burke M, Fagerström K. Effect of smokeless tobacco (snus) on smoking and public health in Sweden. *Tobacco Control* 2003;**12**:349–59.	15	14
Cummings KM, Morley CP, Hyland A. Failed promises of the cigarette industry and its effect on consumer misperceptions about the health risks of smoking. *Tobacco Control* 2002;**11**(suppl I):i110–17.	14	6
Hammond D, Fong GT, McDonald PW, Cameron R, Brown KS. Impact of the graphic Canadian warning labels on adult smoking behaviour. *Tobacco Control* 2003;**12**:391–5.	13	2
Lasser K, Boyd JW, Woolhandler S, Himmelstein DU, McCormick D, Bor DH. Smoking and mental illness: A population-based prevalence study. *JAMA* 2000;**284**:2606–10.	11	121
Kozlowski LT, Rickert WS, Robinson JC, Grunberg NE. Have tar and nicotine yields of cigarettes changed? *Science* 1980;**209**:1550–1.	11	34
Niederdeppe J, Farrelly MC, Haviland ML. Confirming ''truth'': more evidence of a successful tobacco countermarketing campaign in Florida. *Am J Public Health* 2004;**94**:255–7.	11	3
Weinstein ND, Marcus SE, Moser RP. Smokers' unrealistic optimism about their risk. *Tobacco Control* 2005;**14**:55–9.	11	0
Pierce JP, Fiore MC, Novotny TE, Hatziandreu EJ, Davis RM. Trends in cigarette smoking in the United States. Projections to the year 2000. *JAMA* 1989;**261**:61–5.	10	280

Table 6 Tobacco industry conduct: 243 votes for 68 nominations. Top 10 received 58% of votes

Paper	Votes	Citations
Glantz SA, Barnes DE, Bero L, Hanauer P, Slade J. Looking through a keyhole at the tobacco industry. The Brown and Williamson documents. *JAMA* 1995;**274**:219–24.	34	51
Slade J, Bero LA, Hanauer P, Barnes DE, Glantz SA. Nicotine and addiction. The Brown and Williamson documents. *JAMA* 1995;**274**:225–33.	17	40
Bero L. Implications of the tobacco industry documents for public health and policy. *Ann Rev Public Health* 2003;**24**:267–88.	16	18
Dearlove JV, Bialous SA, Glantz SA. Tobacco industry manipulation of the hospitality industry to maintain smoking in public places. *Tobacco Control* 2002;**11**:94–104.	11	29
Hurt RD, Robertson CR. Prying open the door to the tobacco industry's secrets about nicotine: the Minnesota tobacco trial. *JAMA* 1998;**280**:1173–81.	9	52
Collin J, Legresley E, MacKenzie R, Lawrence S, Lee K. Complicity in contraband: British American Tobacco and cigarette smuggling in Asia. *Tobacco Control* 2004;**13**(suppl II):ii104–11.	9	3
Francey N, Chapman S. ''Operation Berkshire'': the international tobacco companies' conspiracy. *BMJ* 2000;**321**:371–4.	9	14
Cummings KM, Morley CP, Hyland A. Failed promises of the cigarette industry and its effect on consumer misperceptions about the health risks of smoking. *Tobacco Control* 2002;**11**(suppl I):i110–7.	9	6
Drope J, Chapman S. industry efforts at discrediting scientific knowledge of environmental tobacco smoke: a review of internal industry documents. *J Epidemiol Community Health* 2001;**55**:588–94.	9	24
Landman A, Ling PM, Glantz SA. Tobacco industry youth smoking prevention programs: protecting the industry and hurting tobacco control. *Am J Public Health* 2002;**92**:917–30.	9	10
Barnes DE, Bero LA. Industry-funded research and conflict of interest: an analysis of research sponsored by the tobacco industry through the Center for Indoor Air Research. *J Health Polit Policy Law* 2002;**92**:917–30.	9	44

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Table 7 Economics: 239 votes for 58 nominations. Top10 received 54.8% of votes

Paper	Votes	Citations
Warner KE. The economics of tobacco: myths and realities. *Tobacco Control* 2000;**9**:78–89.	31	16
Scollo M, Lal A, Hyland A, Glantz S. Review of the quality of studies on the economic effects of smoke-free policies on the hospitality industry. *Tobacco Control* 2003;**12**:13–20.	19	21
Chaloupka FJ, Cummings KM, Morley CP, Horan JK. Tax, price and cigarette smoking: evidence from the tobacco documents and implications for tobacco company marketing strategies. *Tobacco Control* 2002;**11**(suppl I):i62–72.	19	5
Efroymson D, Ahmed S, Townsend J *et al*. Hungry for tobacco: an analysis of the economic impact of tobacco consumption on the poor in Bangladesh. *Tobacco Control* 2001;**10**:212–7.	12	10
Rice DP, Hodgson TA, Sinsheimer P, Browner W, Kopstein AN. The economic costs of the health effects of smoking, 1984. *Milbank Quart* 1986;**64**:489–547.	11	81
Warner KE, Fulton GA. The economic implications of tobacco product sales in a nontobacco state. *JAMA* 1994;**271**:771–6.	10	13
Jha P, Chaloupka FJ. The economics of global tobacco control. *BMJ* 2000;**321**:358–61.	10	32
Curry SJ, Grothaus LC, McAfee T, Pabiniak C. Use and cost effectiveness of smoking-cessation services under four insurance plans in a health maintenance organization. *N Engl J Med* 1998;**339**:673–9.	10	89
Warner KE, Hodgson TA, Carroll CE. Medical costs of smoking in the United States: estimates, their validity, and their implications. *Tobacco Control* 1999;**8**:290–300.	9	24
Max W, Rice DP, Sung H-Y, Zhang X, Miller L. The economic burden of smoking in California. *Tobacco Control* 2004;**13**:264–7.	9	0

Table 8 Policy analysis, advocacy, legislation and litigation: 238 votes for 57 nominations. Top 10 received 47.9% of votes

Paper	Votes	Citations
Barnes DE, Bero LA. Why review articles on the health effects of passive smoking reach different conclusions. *JAMA* 1998;**279**:1566–70.	14	102
Chapman S. Advocacy for public health: a primer. *J Epidemiol Community Health* 2004;**58**:361–5.	13	0
Henningfield JE, Benowitz NL, Connolly GN *et al*. Reducing tobacco addiction through tobacco product regulation. *Tobacco Control* 2004;**13**:132–5.	12	4
Barnes DE, Hanauer P, Slade J, Bero LA, Glantz SA. Environmental tobacco smoke. The Brown and Williamson documents. *JAMA* 1995;**274**:248–53.	12	38
Wakefield M, Chaloupka F. Effectiveness of comprehensive tobacco control programmes in reducing teenage smoking in the USA. *Tobacco Control* 2000;**9**:177–86.	12	48
Glantz SA, Parmley WW. Passive smoking and heart disease. Mechanisms and risk. *JAMA* 1995;**273**:1047–53.	11	157
Fichtenberg CM, Glantz SA. Effect of smoke-free workplaces on smoking behaviour: systematic review. *BMJ* 2002;**325**:188.	11	62
Borland R. A strategy for controlling the marketing of tobacco products: a regulated market model. *Tobacco Control* 2003;**12**:374–82.	11	4
Chapman S. Unravelling gossamer with boxing gloves: problems in explaining the decline in smoking. *BMJ* 1993;**307**:429–32.	9	32
Fichtenberg CM, Glantz SA. Association of the California Tobacco Control Program with declines in cigarette consumption and mortality from heart disease. *N Engl J Med* 2000;**343**:1772–7.	9	63

Table 9 Tobacco advertising, promotion, PR and packaging: 236 votes for 55 nominations. Top 10 received 47.0% of votes

Paper	Votes	Citations
Fischer PM, Schwartz MP, Richards JW, Goldstein AO, Rojas TH. Brand logo recognition by children aged 3 to 6 years. Mickey Mouse and Old Joe the Camel. *JAMA* 1991;**266**:3145–8.	22	136
Pierce JP, Lee L, Gilpin EA. Smoking initiation by adolescent girls, 1944 through 1988. An association with targeted advertising. *JAMA* 1994;**271**:608–11.	16	98
Pierce JP, Gilpin E, Burns DM, *et al*. Does tobacco advertising target young people to start smoking? Evidence from California. *JAMA* 1991;**266**: 3154–8.	16	146
DiFranza JR, Richards JW, Paulman PM, *et al*. RJR Nabisco's cartoon camel promotes camel cigarettes to children. *JAMA* 1991;**266**:3149–53.	13	147
Dalton MA, Sargent JD, Beach ML, *et al*. Effect of viewing smoking in movies on adolescent smoking initiation: a cohort study. *Lancet* 2003;**362**:281–5.	13	14
Pollay RW, Dewhirst T. The dark side of marketing seemingly ''Light'' cigarettes: successful images and failed fact. *Tobacco Control* 2002;**11**(suppl I): i18–31.	10	11
Pierce JP, Choi WS, Gilpin EA, Farkas AJ, Berry CC. Tobacco industry promotion of cigarettes and adolescent smoking. *JAMA* 1998;**279**:511–5.	10	153
Wakefield M, Morley C, Horan JK, Cummings KM. The cigarette pack as image: new evidence from tobacco industry documents. *Tobacco Control* 2002;**11**(suppl I):i73–80.	9	2
Glantz SA, Kacirk KW, McCulloch C. Back to the future: Smoking in movies in 2002 compared with 1950 levels. *Am J Public Health* 2004;**94**:261–3.	9	2
Landman A, Ling PM, Glantz SA. Tobacco industry youth smoking prevention programs: protecting the industry and hurting tobacco control. *Am J Public Health* 2002;**92**:917–30.	9	10

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Table 10 Mass media campaigns: 176 votes for 35 nominations. Top 10 received 64.8% of votes

Paper	Votes	Citations
Pierce JP, Gilpin EA, Emery SL *et al*. Has the California tobacco control program reduced smoking? *JAMA* 1998;**280**:893–9.	20	78
Pierce JP, Macaskill P, Hill D. Long-term effectiveness of mass media led antismoking campaigns in Australia. *Am J Public Health* 1990;**80**:565–9.	15	54
Sly DF, Heald GR, Ray S. The Florida ''truth'' anti-tobacco media evaluation: design, first year results, and implications for planning future state media evaluations. *Tobacco Control* 2001;**10**:9–15.	14	32
Farrelly MC, Davis KC, Haviland ML, Messeri P, Healton CG. Evidence of a dose-response relationship between ''truth'' antismoking ads and youth smoking prevalence. *Am J Public Health* 2005;**95**:425–31.	11	0
Farrelly MC, Healton CG, Davis KC, Messeri P, Hersey JC, Haviland ML. Getting to the truth: evaluating national tobacco countermarketing campaigns. *Am J Public Health* 2002;**92**:901–7.	9	52
Biener L, McCallum-Keeler G, Nyman AL. Adults' response to Massachusetts anti-tobacco television advertisements: impact of viewer and advertisement characteristics. *Tobacco Control* 2000;**9**:401–7.	8	11
Borland R, Balmford J. Understanding how mass media campaigns impact on smokers. *Tobacco Control* 2003;**12**(suppl II):ii45–52.	8	3
Wakefield M, Flay B, Nichter M, Giovino G. Effects of anti-smoking advertising on youth smoking: a review. *J Health Communication* 2003;**8**:229–47.	8	6
Pierce JP, Gilpin EA. News media coverage of smoking and health is associated with changes in population rates of smoking cessation but not initiation. *Tobacco Control* 2000;**10**:145–53.	7	15
Sargent JD, Beach ML, Dalton MA *et al*. Effect of parental R-rated movie restriction on adolescent smoking initiation: a prospective study. *Pediatrics* 2004;**114**:149–56.	7	1
Warner KE, Jacobson PD, Kaufman NJ. Innovative approaches to youth tobacco control: introduction and overview. *Tobacco Control* 2003;**12**(suppl I): i1–15.	7	1

Table 11 Pharmacology: 172 votes for 34 nominations. Top 10 received 58.7% of votes

Paper	Votes	Citations
Benowitz NL, Hall SM, Herning RI, Jacob P, Jones RT, Osman AL. Smokers of low-yield cigarettes do not consume less nicotine. *N Engl J Med* 1983;**309**:139–42.	19	306
Henningfield JE, Benowitz NL, Connolly GN, *et al*. Reducing tobacco addiction through tobacco product regulation. *Tobacco Control* 2004;**13**:132–5.	14	4
Bialous SA, Yach D. Whose standard is it, anyway? How the tobacco industry determines the International Organization for Standardization (ISO) standards for tobacco and tobacco products. *Tobacco Control* 2001;**10**:96–104.	12	20
Jarvis MJ, Boreham R, Primatesta P, Feyerabend C, Bryant A. Nicotine yield from machine-smoked cigarettes and nicotine intakes in smokers: evidence from a representative population survey. *J Natl Cancer Inst* 2001;**93**:134–8.	12	39
Kozlowski LT, Frecker RC, Khouw V, Pope MA. The misuse of 'less-hazardous' cigarettes and its detection: hole-blocking of ventilated filters. *Am J Public Health* 1980;**70**:1202–3.	11	72
DiFranza JR, Savageau JA, Rigotti NA *et al*. Development of symptoms of tobacco dependence in youths: 30 month follow up data from the DANDY study. *Tobacco Control* 2002;**11**:228–35.	7	42
Benowitz NL, Jacob P, Kozlowski LT, Yu L. Influence of smoking fewer cigarettes on exposure to tar, nicotine, and carbon monoxide. *N Engl J Med* 1986;**315**:1310–3.	7	105
Benowitz NL. Pharmacology of nicotine: addiction and therapeutics. *Ann Rev Pharmacol Toxicol* 1996;**36**:597–613.	7	169
Pontieri FE, Tanda G, Orzi F, Di Chiara G. Effects of nicotine on the nucleus accumbens and similarity to those of addictive drugs. *Nature* 1996;**382**:255–7.	6	349
Russell MA. Cigarette smoking: natural history of a dependence disorder. *Br J Med Psychol* 1971;**44**:1–16.	6	

Table 12 Other: 134 votes for 22 nominations. Top 10 received 78.4% of votes

Paper	Votes	Citations
Fichtenberg CM, Glantz SA. Association of the California Tobacco Control Program with declines in cigarette consumption and mortality from heart disease. *N Engl J Med* 2000;**343**:1772–7.	14	63
Efroymson D, Ahmed S, Townsend J, *et al*. Hungry for tobacco: an analysis of the economic impact of tobacco consumption on the poor in Bangladesh. *Tobacco Control* 2001;**10**:212–7.	12	10
Henningfield JE, Benowitz NL, Connolly GN, *et al*. Reducing tobacco addiction through tobacco product regulation. *Tobacco Control* 2004;**13**:132–5.	12	4
Bero LA, S Glantz. The limits of competing interest disclosures. *Tobacco Control* 2005;**14**:118–26.	12	0
Mahood G. Warnings that tell the truth: breaking new ground in Canada. *Tobacco Control* 1999;**8**:356–61.	12	9
Ernster V, Kaufman N, Nichter M, Samet J, Yoon SY. Women and tobacco: moving from policy to action. *Bull World Health Org* 2000;**78**:891–901.	10	23
Chapman S. Advocacy in public health: roles and challenges. *Int J Epidemiol* 2001;**30**:1226–32.	9	8
Chapman S. Unravelling gossamer with boxing gloves: problems in explaining the decline in smoking. *BMJ* 1993;**307**:429–32.	8	32
Joossens L, Raw M. How can cigarette smuggling be reduced? *BMJ* 2000;**321**:947–50.	8	17
Shiffman S, Pillitteri JL, Burton SL, Di Marino ME. Smoker and ex-smoker reactions to cigarettes claiming reduced risk. *Tobacco Control* 2004;**13**:78–84.	8	0

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