Tobacco control at twenty: reflecting on the past, considering the present and developing the new conversations for the future
R E Malone, K E Warner

Successes and new emerging challenges in tobacco control: addressing the vector
J M Mackay, D W Betcher, R Minhas, K Schotte

Legal action by Big Tobacco against the Australian government's plain packaging law
S Chapman

The history of the discovery of the cigarette–lung cancer link: evidentiary traditions, corporate denial, global toll
R N Proctor

A brief overview of the tobacco industry in the last 20 years
S Aguinaga Bialous, S Peeters

The tobacco epidemic today
96 Stages of the cigarette epidemic on entering its second century
M Thun, R Petro, J Boreham, A D Lopez
98 Invited commentary
V W-y Lai
99 The impact of tobacco control research on policy: 20 years of progress
K E Warner, J Tam

March 2012 Volume 21 Issue 2

110 Interventions to increase smoking cessation at the population level: how much progress has been made in the last two decades? S-H Zhu, M Lee, Y-L Zhang, A Gamst, T Wolfson
119 Understanding the vector in order to plan effective tobacco control policies: an analysis of contemporary tobacco industry materials
A B Gilmore

Reviews
127 Mass media campaigns to promote smoking cessation among adults: an integrative review
S Durkin, E Brennan, M Wakefield
139 New media and tobacco control
B Freeman
145 Tobacco control is losing ground in the Web 2.0 era: invited commentary
K M Ribisl, C Jo
147 Comprehensive tobacco marketing restrictions: promotion, packaging, price and place
L Henriksen
154 Smoke-free air policies: past, present and future
A Hyland, J Barnoya, J E Cordal
162 Tobacco industry denormalisation as a tobacco control intervention: a review
R E Malone, Q Grundy, L A Bero
170 The tobacco industry is not a ‘normal’ business, so let us stop treating it that way: invited commentary
T J Glynn
172 Tobacco taxes as a tobacco control strategy
F J Chaloupka, A Yurekli, G T Fong
181 Non-cigarette tobacco products: what have we learnt and where are we headed?
R J O'Connor
191 Environmental health impacts of tobacco farming: a review of the literature
N Lecours, G E G Almeida, J M Abdallah, T E Novotny
196 Invited commentary
L K Kagaruki
198 Bibliographic analysis of papers and authors published in Tobacco Control 1998–September 2011
S Chapman, G Derrick
201 Invited commentary
A M Al-Bedah, N A Qureshi

The Lighter Side
202 Best of The Lighter Side (1992–2009)
Curated By Norbert Hirschhorn and Stave Shatenstein
Contents continued

Strategic directions and emerging issues in tobacco control
208 Human rights-based approach to tobacco control C Dresler, H Lando, N Schneider, H Sehgal
212 Invited commentary S P Marks
213 Alllying tobacco control with human rights: invited commentary R A Daynard
215 Four COPs and counting: achievements, underachvevements and looming challenges in the early life of the WHO FCT Conference of the Parties J Liberman
220 Nigeria: how British American Tobacco undermines the WHO FCT through agricultural initiatives: invited commentary P Jakpor
221 Whither tobacco product regulation? A McNeill, D Hammond, C Gartner
227 Product liability R A Daynard, E LeGresley
228 Feasibility of tobacco product liability litigation in Uganda: invited commentary J Tumwine
229 Invited commentary H L Shrestha
230 From cigarette smuggling to illicit tobacco trade L Joossens, M Raw
235 Illicit trade protocol: the weakest link: invited commentary D Sy
235 Invited commentary A Akinremi
236 Women and tobacco: a call for including gender in tobacco control research, policy and practice A Amos, L Greaves, M Nichter, M Bloch
243 Women and tobacco: part of the bigger picture I N Oliver
245 The complexity of 'harm reduction' with smokeless tobacco as an approach to tobacco control in low-income and middle-income countries O A Ayo-Yusuf, D M Burns
252 Improving smoking cessation approaches at the individual level P Aveyard, M Raw
258 What public health strategies are needed to reduce smoking initiation? J P Pierce, V M White, S L Emery

Debates
265 Softening up on the hardening hypothesis J E Cohen, P W McDonald, P Selby
267 The hardening hypothesis: does it matter? G Docherty, A McNeill

The future of tobacco control
269 Moving beyond global tobacco control to global disease control H L Wipfli, J M Samet
273 Moving towards more equitable and integrated approaches for tobacco control and non-communicable diseases: invited commentary A Bitton
274 Tobacco control, global health policy and development: towards policy coherence in global governance J Collin
281 Integrating tobacco control into health and development agendas K S Reddy, A Yadav, M Areca, G P Nazar

Endgame visions
287 The need for new strategies to combat the epidemic of smoking-related harm R Borland
289 How smoking became history: looking back to 2012 R A Daynard
291 Exploring vector space: overcoming resistance to direct control of the tobacco industry C Callard, N E Collishaw
293 What are the elements of the tobacco endgame? G Thomson, R Edwards, N Wilson, T Blakely
296 Pinocchio shows how to end the tobacco epidemic S A Glantz
297 Invited commentary Ł Balwicki

Acknowledgments and Reviewers
299 Planning committee, Guest editors

All the articles in this issue are freely available online