

# Marketing a lobbing kouření - Vývoj nákladů na vybrané druhy propagace cigaret

Metodologie a reference

## Metodologie - Vlastní zpracování na základě:

1 Federal Trade Commission

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## Další reference:

1 The Role of the Media in Promoting and Reducing Tobacco Use

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2 The Tobacco industry's code of advertising in the United States: myth and reality

<https://tobaccocontrol.bmj.com/content/tobaccocontrol/5/4/295.full.pdf>

3 The Cigarette Century

<https://bhsecglobal.files.wordpress.com/2014/03/allanbrandthecigarettecentury-131111013614-phpapp02.pdf>

4 Impact of modified risk tobacco product claims on beliefs of US adults and

adolescents [https://tobaccocontrol.bmj.com/content/tobaccocontrol/27/Suppl\\_1/s62.full.pdf](https://tobaccocontrol.bmj.com/content/tobaccocontrol/27/Suppl_1/s62.full.pdf)

5 Mortality in relation to smoking: 40 years' observations on male British doctors

<https://www.bmj.com/content/309/6959/901>

6 WHO Mortality Database

<https://platform.who.int/mortality/themes/theme-details/MDB/noncommunicable-diseases>

7 The anti-tobacco campaign of the Nazis: a little known aspect of public health in

Germany, 1933–45 <https://www.bmj.com/content/313/7070/1450>

8 Tobacco policies in Nazi Germany: Not as simple as it seems

<https://www.sciencedirect.com/science/article/abs/pii/S0033350607002764?via%3Dihub>

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Cigarette <https://press.uchicago.edu/ucp/books/book/chicago/P/bo95484973.html>

10 Cancer council

<https://www.cancercouncil.com.au/news/there-are-16-cancers-that-can-be-caused-by-smoking/>