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A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry)

David Kessler
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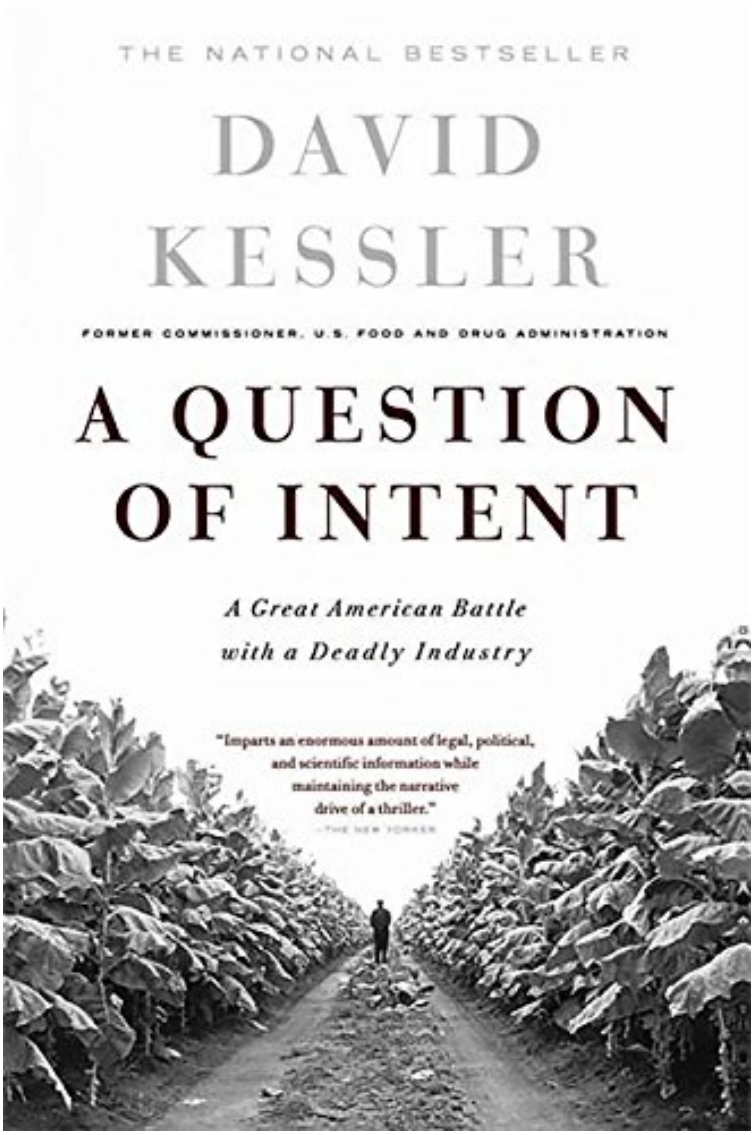

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David Kessler : A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry) before purchasing it in order to gage whether or not it would be worth my time, and all praised A Question Of Intent: A Great American Battle With A Deadly Industry (Great American Battle with with a Deadly Industry):

0 of 0 people found the following review helpful. The Intent to poison our youth with engineered tobacco products that contained more nicotine that the original plant does.By Simone SignoretThe incredible saga, told by its Director, David Kessler, whereby the FDA gained the long overdue control of tobacco products. What is incredible about it and makes this book a page-turner is the length to which the tobacco industry went to conceal its knowledge of the addictive properties of nicotine and the further length to which they went to exploit its addictive properties to use the very young to get hooked on it, despite the unequivocal evidence of its harmful effects on the respiratory tract, leading to lung cancer in millions of cases. I am old enough to have watched the actual trial on television and I will never forget the seven CEOs of the largest cigarette companies standing in court and perjuring themselves, one by one.At least in those days the Justice Department still tried to bring criminals to Justice, which is no longer the case today, when all the anti-trust provisions of the law are being ignored with the result that after the illegal bailout of 2008 of banks that were allegedly too big to fail, today we have fewer banks that are even larger than in 2008.0 of 0 people found the following review helpful. I actually enjoyed it. David Kessler enlightened so many issues with ...By april duethe book is very insightful. I actually enjoyed it. David Kessler enlightened so many issues with the FDA, I am afraid what he exposed is not all that we know. I wish we could find out more details other than cigarettes but it is understood that this was the high light of his career. but again great book.0 of 0 people found the following review helpful. Insightful and thought-provokingBy Linda HoweThis book on the FDA journey to regulate tobacco provides great insight into the challenges faced by those in our government committed to following their conscience. The bravery to follow through on a politically-charged topic is inspiring, as is David Kessler and those who worked on this mission.

Tobacco companies had been protecting their turf for decades. They had congressmen in their pocket. They had corrupt scientists who made excuses about nicotine, cancer and addiction. They had hordes of lawyers to threaten anyoneinside the industry or outwho posed a problem. They had a whole lot of money to spend. And they were good at getting people to do what they wanted them to do. After all, they had already convinced millions of Americans to take up an addictive, unhealthy, and potentially deadly habit. David Kessler didn't care about all that. In this book he tells for the first time the thrilling detective story of how the underdog FDAwhile safeguarding the nation's food, drugs, and blood supplyfinally decided to take on one of the world's most powerful opponents, and how it won. Like A Civil Action or And the Band Played On, A Question of Intent weaves together science, law, and fascinating characters to tell an important and often unexpectedly moving story. We follow Kessler's team of investigators as they race to find the clues that will allow the FDA to assert jurisdiction over cigarettes, while the tobacco companies and their lawyers fight backhard. Full of insider information and drama, told with wit, and animated by its author's moral passion, A Question of Intent reads like a Grisham thriller, with one exceptioneverything in it is true.

.com This is the David-and-Goliath story of how an American bureaucrat took on the tobacco industry--and helped topple it. David Kessler, head of the Food and Drug Administration for seven years under Presidents Bush and Clinton, earned the nickname "Eliot Knessler" from The Washington Post--a pun meant to evoke the memory of the Prohibition-era gangbuster--because he rejuvenated a moribund agency. The FDA regulated, in Kessler's words, "one quarter of every dollar Americans spent--from the food they eat to the drugs they take to the cosmetics they wear." Yet it lacked the courage to take on the country's most lethal product: cigarettes. So did Kessler, at least initially. He agreed with aides and others that Big Tobacco was too powerful a force in Washington, D.C. "The industry perceived threats everywhere, and responded to them ferociously," he writes. Moreover, challenging the industry would waste important resources that could have a more tangible benefit for consumers if they were spent elsewhere. Even before making the choice to go after cigarettes, Kessler was a figure of controversy, and this only intensified when he became one of the few Republican holdovers in the Clinton administration. Much of the book deals with the routine business of the FDA: orange-juice seizures, a fight to restrict the sale of body tissues from foreign sources, how he responded to complaints that syringes were found in Pepsi cans, and so on. But the driving force behind Kessler's narrative is how he slowly woke up to the possibility of regulating cigarettes. "It is too easy to be swayed by the argument that tobacco is a legal product and should be treated like any other," he writes. "A product that kills people--when used as intended--is different. No one should be allowed to make a profit from that." His story is a lesson in Washington power politics--a game he played with naivet when he started but was expert at by the end of his tenure. To say Kessler and his team of FDA regulators "defeated" Big Tobacco is an overstatement: they were part of a broader effort that included trial lawyers, consumer groups, and crusading journalists, and the industry hasn't exactly gone away. But they were instrumental in forcing tobacco companies to admit that nicotine is addictive and cigarettes cause cancer, and in bringing about a sea change in the industry's legal and popular standing. Kessler now believes in regulation so tight it will strangle Big Tobacco forever: "If our goal is to halt this manmade epidemic," he writes, "the tobacco industry, as currently configured, needs to be dismantled." A Question of Intent is a well-told muckraker. It unfolds deliberately, like a good detective story. Admirers of Jonathan Harr's A Civil Action, especially those with a taste for public policy, won't be disappointed. --John J. MillerFrom Publishers Weekly"My understanding of the industry's power finally

forced me to see that... the solution to the smoking problem rests with the bottom line, prohibiting the tobacco companies from continuing to reap profits from the sale of a deadly addictive drug.... " These strong words from Kessler, now dean of the Yale University School of Medicine and commissioner of the U.S. Food and Drug Administration from 1990 to 1997, testify to his commitment to regulating tobacco, as well as to the frustration involved in taking on the powerful tobacco industry. In understated, lucid language, he details how his interest in smoking as a public health issue grew into a full-scale investigation into the practices of the tobacco industry. Drawing on legal and scientific research and the notes he kept during his terms as commissioner, Kessler documents how the team he assembled built a case that implicated the industry in nicotine manipulation that increased the addictiveness of cigarettes. With the assistance of informants like Jeffrey Wigand, a former Brown and Williamson researcher and subject of the film The Insider, the team learned about genetically altered plants created to produce higher nicotine levels. Kessler indicts the tobacco industry for lying to Congress and the public about these activities, denying the strong relationship between smoking and lung cancer and launching ad campaigns to encourage smoking, particularly among children. With the backing of Vice-President Al Gore, the FDA issued regulations to curb smoking that were eventually overturned by a 5-4 Supreme Court decision in early 2000. This is an important study of the influence of big tobacco and the high cost to the public health of the nation that smoking has caused. Copyright 2001 Cahners Business Information, Inc.From The New Yorker"...imparts an enormous amount of legal, political, and scientific information while maintaining the narrative drive of a thriller."