Relevant news and research

11.6 Marketing of tobacco in the age of advertising bans

Last updated June 2022

Research:


Lewis, MJ, Ling, PM. "Gone are the days of mass-media marketing plans and short term customer relationships": tobacco industry direct mail and database marketing strategies. Tob Control, 2015. Available from: http://www.ncbi.nlm.nih.gov/pubmed/26243810


News reports:


http://www.conveniencestore.co.uk/news/retailers-offered-chance-to-win-underage-sales-training/527891.article
