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Contains strategies and recommendations designed to assist clinicians, smoking cessation specialists, and health care administrators/insurers/purchasers in identifying tobacco users and supporting and delivering effective smoking cessation interventions. Smoking stinks. It also kills. Over 100,000 people in the United States die from smoking-related lung cancer every year, yet millions find it difficult to quit the deadly addiction every time they light up. Using the latest research, *The Easiest Way to Stop Smoking: Finding the Way That Works Best for You* can help you develop the best action plan so you can kick the habit for good. In this simple how-to guide, you can learn: -What it is that makes smoking so addictive -The benefits and downsides to quitting "cold turkey" -The latest treatments that have been proven to work, including natural approaches -How to deal with your withdrawal symptoms A scientifically informed intervention to help smokers quit for life, based in cognitive-behavioral therapy Cognitive-Behavioral Therapy, Mindfulness, and Hypnosis for Smoking Cessation: A Scientifically Informed Intervention presents a comprehensive program developed by noted experts to help smokers achieve their goal of life-long abstinence from smoking. This brief, cost-effective intervention, called The Winning Edge, incorporates state-of-the-science advances and best clinical practices in the treatment of tobacco addiction and offers participants a unique blend of strategies based on cognitive-behavioral, mindfulness, and hypnotic approaches to achieve smoking cessation. This valuable treatment guide, developed and refined over the past 30 years, provides all of the information necessary for health care providers to implement the program on a group or individual basis. This important resource: Provides a detailed, step-by-step guide to conducting the program, with scripts for providers and handouts for participants Explains the scientific basis for the many strategies of cognitive, behavioral, and affective change in The Winning Edge program Contains information for treatment providers on frequently asked questions, adapting and

tailoring the program to the needs of participants, and overcoming challenges, ambivalence, and resistance to stop smoking

Written for a wide audience of mental health professionals, Cognitive-Behavioral Therapy, Mindfulness, and Hypnosis for Smoking Cessation: A Scientifically Informed Intervention offers a comprehensive, science-based approach to help participants achieve their goal of a smoke-free life. I'M TOO STRESSED TO STOP. I'LL GAIN WEIGHT IF I QUIT. I'VE TRIED AND FAILED TOO MANY TIMES TO COUNT. Why are you still smoking, even though you want to quit? Based on twenty years of research and hands-on work with countless smokers in his clinics at Columbia University and New York Presbyterian Hospital, Dr. Daniel F. Seidman understands that people smoke -- and quit -- for different reasons and what works for one smoker might not work for another.

- Are you a Situational Smoker? Monitoring your reactions in different situations is a step toward permanently losing interest in cigarettes.
- Are you a Worried-about-Weight Smoker? Properly using treatments like Nicotine Replacement Therapy (NRT) can help you quit and get healthy in all aspects of your life.
- Are you an Emotion-Triggered Smoker? Scheduling your smoking breaks and sticking to a rigid "smoking schedule" helps break the link between stressful situations and craving cigarettes.

In a comprehensive, 30-day program, Dr. Seidman explains how to retrain your brain, take advantage of all the tools at your disposal, and end the month smoke-free and feeling stronger than ever! Along with an individual approach (behavioural and/or pharmacological interventions) to smoking cessation and treatment of tobacco dependence, a supportive environment is needed to encourage tobacco consumers in their attempts to quit. Treatment of tobacco dependence should be part of a comprehensive tobacco-control policy along with measures such as taxation and price policies, advertising restrictions, dissemination of information and establishment of smoke-free public places. The recommendations contained in this book propose a broad framework for addressing smoking cessation and treatment of tobacco dependence. In this framework, Governments can progressively choose minimal, expanded and core recommendations as they strengthen their resources and capacities. The revolutionary international bestseller that will stop you smoking - for good. 'If you follow my instructions you will be a happy non-smoker for the rest of your life.' That's a strong claim from Allen Carr, but as the world's leading and most successful quit smoking expert, Allen was right to boast! Reading this book is all you need to give up smoking. You can even smoke while you read. There are no scare tactics, you will not gain weight and stopping will not feel like deprivation. If you want to kick the habit then go for it. Allen Carr has helped millions of people become happy non-smokers. His unique method removes your psychological dependence on cigarettes and literally sets you free. Accept no substitute. Five million people can't be wrong. Manual of Smoking Cessation provides the crucial knowledge required if you are involved in helping smokers to stop. The manual provides facts, figures, suggested interventions and sources of further information to assist in providing evidence-based treatment for smokers wishing to stop. This manual covers the core content areas and key learning outcomes described in the Standard for Training in Smoking Cessation (Health Development Agency, 2003). Manual of Smoking Cessation is structured in two concise parts: Part 1 provides essential information on smoking demographics, along with the risks of smoking and the benefits of stopping; Part 2 offers a range of practical advice to implement with clients. The Smoking Cessation Manual is an essential text for all those involved in the provision of smoking cessation services, including smoking cessation counsellors, nurses, pharmacists, doctors, health promotion officers, dental professionals, and other members of the health care team. The book is an invaluable resource for those learning about smoking cessation, and a succinct aide-memoire to those already practicing in the field. The authors represent the 'who's who' in the field of smoking cessation and are affiliated to University College London and Cancer Research UK (Andy McEwen and Robert West), St Bartholomew's & Royal London School of Medicine and Dentistry (Peter Hajek), and the University of Auckland (Hayden McRobbie). Examines how an individual's risk of smoking-related disease declines after quitting smoking. Smoking cessation increases overall life expectancy and reduces the risk of lung cancer, other cancers, heart attack, stroke, etc. This report should help convince all smokers of the compelling need to quit smoking. Tables and figures. Bibliography. Glossary. Index. This Monograph provides a comprehensive overview of tobacco cessation, from health policy to patient care. Broad in scope, this state-of-the art collection is broken down into four sections: the changing landscape of the tobacco epidemic and challenges to curb it; treatment of tobacco dependence (pharmacotherapy, behavioural support); improving the care of patients with particular conditions who smoke (asthma, COPD, TB, cardiovascular diseases, etc.); and prevention. It also deals with some of the more controversial topics such as e-cigarettes and web applications. Readers will gain an understanding of how to implement smoking cessation into their everyday practice, but will also expand their knowledge about the policy and systems changes needed for population-wide smoking cessation. Assess the effects of tobacco control programs or public policy changes on smoking behavior. This book is a compact, evidence-based, readable book that offers a useful update on smoking cessation. It lists important historical landmarks in tobacco control and illustrates some of the current measures to limit tobacco use in different countries. It summarises the main pharmacokinetic and pathophysiological, effects of smoking / nicotine on the central nervous system and cardiovascular system, before describing the effects of the different pharmacotherapies currently available to help smokers stop. Further sections describe how important smoking and smoking cessation is to particular groups of patients, how they should be best approached and the benefits of smoking cessation specific to their illness. Cessation of tobacco use is the need of the hour given that it is the single largest cause of disease and premature death in the world. This book covers epidemiology and risks, user classification, nicotine replacement therapy, pharmacological aids, behavioral modification and patient counseling techniques, along with personalized action plan development. Key Features Covers all aspect of tobacco cessation. Provides guidance on differential diagnosis and includes useful decision-making flowcharts. Provides step-by-step guidance to counsel tobacco users in routine clinical practice. Discusses the process of setting up a cessation centre. Facilitates in-depth understanding of the subject through case studies at the end of each chapter Why do most people who try to quit smoking fail-even with the help of the nicotine patch, gum, medications, hypnotism, or other state-of-the-art aids? In his radical approach to conquering the smoking habit, Dr. Balasa Prasad states that these crutches are ineffective because they futilely focus on nicotine addiction instead of the underlying psychological triggers that enslave smokers to their habits. His inspirational and practical program gives readers a confidence in their inner strength, helps them identify their addictive profile with the use of questionnaires, and provides a powerful three-step plan that will help them kick the habit once and for all. Highlights the strategies and recommendations for successful smoking cessation treatment from "Smoking cessation." If you are one of millions of smokers who are torn between the desire to smoke and the desire to stop, award-winning medical writer Dr. Tom Ferguson has the answers. With this reasoned, responsible, and practical program, he can help you control, reduce, and quit smoking on your terms. He'll show you how to : Pinpoint the psychological factors behind your habit, as well as alternative ways to handle them; use exercise, stress management, and a prudent diet to reduce your desire to smoke, and much more. The Community Intervention Trial for smoking cessation (COMMIT) is sponsored by the National Cancer Institute and involves eleven pairs of communities in North America. COMMIT emphasizes a partnership between the eleven research institutions and their respective intervention communities in developing the structures needed to implement the intervention protocol. We summarize the epidemiological data and describe the prior community interventions that set the stage for COMMIT, and discuss how COMMIT may inform state-wide tobacco reduction demonstration programs. An overview of the articles that describe the COMMIT intervention and evaluation plan is presented. Smoking was and remains one of the most important public healthcare issues. It is estimated that every year six million people die as a result of tobacco consumption. Several diseases are caused or worsened by smoking: different cancer types, heart disease, stroke, lung diseases and others. In this book we describe the different toxic effects of smoke on the human body in active and in passive smokers. It is also well known that many people who smoke wish to quit, but they rarely succeed. Smoking prevention and cessation are of utmost importance, thus we also describe different strategies and aspects of these issues. We hope that this book will help readers to understand better the effects of smoking and learn about new ideas on how to effectively help other people to stop smoking. Tobacco use is the leading cause of preventable death in United States, causing more than 440,000 deaths annually and resulting in \$193 billion in health-related economic losses each year-\$96 billion in direct medical costs and \$97 billion in lost productivity. Since the first U.S. Surgeon General's report on smoking in 1964, more than 29 Surgeon General's reports, drawing on data from thousands of studies, have documented the overwhelming and conclusive biologic, epidemiologic, behavioral, and pharmacologic evidence that tobacco use is deadly. This evidence base links tobacco use to the development of multiple types of cancer and other life-threatening conditions, including cardiovascular and respiratory diseases. Smoking accounts for at least 30 percent of all cancer deaths, and 80 percent of lung cancer deaths. Despite the widespread agreement on the dangers of tobacco use

and considerable success in reducing tobacco use prevalence from over 40 percent at the time of the 1964 Surgeon General's report to less than 20 percent today, recent progress in reducing tobacco use has slowed. An estimated 18.9 percent of U.S. adults smoke cigarettes, nearly one in four high school seniors smoke, and 13 percent of high school males use smokeless tobacco products. In recognition that progress in combating cancer will not be fully achieved without addressing the tobacco problem, the National Cancer Policy Forum of the Institute of Medicine (IOM) convened a public workshop, Reducing Tobacco-Related Cancer Incidence and Mortality, June 11-12, 2012 in Washington, DC. In opening remarks to the workshop participants, planning committee chair Roy Herbst, professor of medicine and of pharmacology and chief of medical oncology at Yale Cancer Center and Smilow Cancer Hospital, described the goals of the workshop, which were to examine the current obstacles to tobacco control and to discuss potential policy, outreach, and treatment strategies that could overcome these obstacles and reduce tobacco-related cancer incidence and mortality. Experts explored a number of topics, including: the changing demographics of tobacco users and the changing patterns of tobacco product use; the influence of tobacco use on cancer incidence and cancer treatment outcomes; tobacco dependence and cessation programs; federal and state level laws and regulations to curtail tobacco use; tobacco control education, messaging, and advocacy; financial and legal challenges to tobacco control efforts; and research and infrastructure needs to support tobacco control strategies, reduce tobacco related cancer incidence, and improve cancer patient outcomes. Reducing Tobacco-Related Cancer Incidence and Mortality summarizes the workshop. "The Quit Smoking Answer" is structured in such a way that all readers follow a process of "cold turkey" cessation through a step-by-step system to become nicotine free. The system shared is quick, easy, and proven, regardless of a person's dependency on nicotine. If you have ever thought, "wouldn't it be nice to quit smoking" than you've set the mood and you're ready to begin. It's easier to quit nicotine than you think! JW Smith, a smoker for 40 years, wrote this book after ending his vicious cycle of numerous failed attempts to quit. His system for nicotine cessation evolved over a subsequent six-week period of preparation to quit. He shares his story about a conversation with his nine year-old granddaughter that finally set the wheels in motion to find a better way - one that works. JW researched smoking cessation methods and used his own experience to forge a new path. This book may very well be destined to be in a category by itself in the nicotine cessation world of recommendations and advice. Why? Because it works! JW makes the case that smoking cessation is not an event, but rather a process. His book will teach you the key cognitive techniques he used to end both the physical and psychological addictions to nicotine. It debunks myths about nicotine replacement therapy products and instead lays out a natural progression of steps for becoming a nonsmoker. The premise of the book is based on this famous quote; "When you change the way you look at things, the things you look at change." In the beginning of the book it is recommended to establish an environment and path of least resistance. Less resistance to quit is the first key step to becoming nicotine free. It is recommended that readers continue the use tobacco products including e-cigarettes while reading the book over a two or three day period of time- helping again to establish less resistance to quit. He additionally recommends as a first step that you tell no one of your desire to quit - preventing anyone including yourself of sabotaging your intention. As you apply the techniques and methods written about it becomes a natural procession leading up to your very last cigarette or use of chewing tobacco. A transformation of your thinking takes place and ending your addiction will seem like an "almost non-event" - as something just happens to you as you read this book. You will be physically and mentally prepared to end your addiction after reading this one of a kind book. Free from nicotine for life - and all the great rewards that come with it! Contains strategies and recommendations designed to assist clinicians, smoking cessation specialists, and health care administrators/insurers/purchasers in identifying tobacco users and supporting and delivering effective smoking cessation interventions. An understanding approach to giving up smoking. This book give s you information on a range of issues including: understand why smoking is a habit you can break physical and psychological aids to help you quit preparing for your estop day,, coping with withdrawal symptoms the many benefits of quit ting where to find help when you most need it The MediFocus Guidebook on Smoking Cessation is the most comprehensive, up-to-date source of information available. You will get answers to your questions, including standard and alternative treatment options, leading doctors, hospitals and medical centers that specialize in Smoking Cessation, results of the latest clinical trials, support groups and additional resources, and promising new treatments on the horizon. This one of a kind Guidebook offers answers to your critical health questions including the latest treatments, clinical trials, and expert research; high quality, professional level information you can trust and understand culled from the latest peer-reviewed journals; and a unique resource to find leading experts, institutions, and support organizations including contact information and hyperlinks. This Guidebook was updated on January 17, 2012. Cigarette smoking is one of the most significant preventable causes of death and illness in the world. Given the wide-ranging effects smoking has on many disease processes, it is essential that clinicians understand: • the short- and long-term effects of smoking on the body • the benefits of smoking cessation • why smokers find it difficult to stop • the role of clinicians in promoting and supporting smoking cessation • the treatments available to help smokers overcome their addiction. 'Fast Facts: Smoking Cessation' meets these needs: here, in one place, you will find all the information you need on smoking, tobacco addiction and how best to treat the addiction. Ultimately, the best reason for reading this book is to help your patients who smoke to change their behavior for the better and sustainably. Every GP and support clinic will benefit from this edition, filled with tips, advice and treatment aids for the clinical team. Contents: • Cigarettes as a nicotine delivery system • Smoking patterns • Social, psychological and economic influences on smoking • Effects of smoking and smoking cessation • Addiction to cigarettes • The clinician and smoking • Treatments to aid smoking cessation • Future trends This book is a comprehensive guide and motivational tool for those desiring to become tobacco free and remain that way, as well as for those who wish to help others quit. This book it is not a scare tactic book. It's more about talking about the reasons why people think they smoke, why those reasons are false, and the reasons people really smoke, and how those things can be relatively easy to overcome. Smoking is the single largest preventable cause of death in the United States and the world, and most smokers indicate a desire to quit. This book helps smokers discover the psychological reasons behind their dependency, explains how to handle the withdrawal symptoms and enables them to stay smoke-free. Practitioners helping smokers to quit can be more effective by learning key therapeutic techniques aimed at increasing any smoker's chances of success. Cognitive-Behavioral Therapy for Smoking Cessation is a valuable guidebook to an empirically based CBT approach to smoking cessation that has been shown to be effective with or without the use of medications. This approach emphasizes techniques for enhancing the smoker's motivation and confidence to quit, and teaching the smoker steps for preparing to quit, coping with the difficulties that emerge after quitting, and transitioning to become a long term nonsmoker. Cognitive-Behavioral Therapy for Smoking Cessation offers the fundamental counseling strategies and interventions that have been established, researched, and refined over the past decade. This program outlines essential components that should be included in the treatment of any smoker, as well as steps to take when faced with smokers likely to have particular difficulty quitting. Unique to this volume is the inclusion of a specifically tailored CBT model designed to address weight gain concerns in the smoker. Perkins, Conklin, and Levine are leading researchers on effective smoking cessation intervention for those concerned about the potential gain in weight that accompanies quitting, and offer a flexible approach that allows the practitioner to tailor interventions to each individual. An invaluable addition to any health professional's repertoire, the treatment model presented in this book provides practitioners with the tools necessary to help their clients to quit smoking. Historians and scientists a few millennia from now are likely to see tobacco as one of the major bafflements of our time, suggests Janet Brigham. Why do we smoke so much, even when we know that tobacco kills more than a million of us a year? Two decades ago, smoking was on the decline in the United States. Now the decline has flattened, and smoking appears to be increasing, most ominously among young people. Cigar smoking is on the rise. Data from a generation of young smokers indicate that many of them want to quit but have no access to effective treatment. Dying to Quit features the real-life smoking day of a young woman who plans to quit"again. Her comments take readers inside her love/hate relationship with tobacco. In everyday language, the book reveals the complex psychological and scientific issues behind the news headlines about tobacco regulations, lawsuits and settlements, and breaking scientific news. What is addiction? Is there such a thing as an addictive personality? What does nicotine do to the body? How does it affect the brain? Why do people stand in subzero temperatures outside office buildings to smoke cigarettes? What is the impact of carefully crafted advertisements and marketing strategies? Why do people who are depressed tend to smoke more? What is the biology behind these common links? These and many fundamental questions are explored drawing on the latest findings from the world's best addictions laboratories. Want to quit? Brigham takes us shopping in the

marketplace of gizmos and gadgets designed to help people stop smoking, from wristwatch-like monitors to the lettuce cigarette. She presents the bad news and the not-so-bad news about smoking cessation, including the truth about withdrawal symptoms and weight gain. And she summarizes authoritative findings and recommendations about what actually works in quitting smoking. By training a behavioral scientist "by gift a writing talent" Brigham helps readers understand what people feel when they use tobacco or when they quit. At a time when tobacco smoke has filled nearly every corner of the earth and public confusion grows amid strident claims and counterclaims in the media, *Dying to Quit* clears the air with dispassion toward facts and compassion toward smokers. This book invites readers on a fascinating journey through the world of tobacco use and points the way toward help for smokers who want to quit. Janet Brigham, Ph.D., is a research psychologist with SRI International in Menlo Park, California, where she studies tobacco use. A former journalist and editor, she has conducted substance use research at the Johns Hopkins University School of Medicine, the National Institute on Drug Abuse, and the University of Pittsburgh. *Implementing an Inpatient Smoking Cessation Program* serves as a step-by-step manual for implementing a cost-effective tobacco cessation program for hospitalized patients. Based on the Staying Free program, which has evidenced among the highest cessation rates reported in the scientific literature, this book is the result of decades of research by the authors. Although the book reviews a tobacco cessation program, the process is applicable to most behavioral interventions in acute- or long-term care settings. The book details the administrative responsibilities involved in designing, implementing, delivering, evaluating, and maintaining an inpatient tobacco cessation program. Its how-to approach focuses on the skills needed to: determine the work that needs to be done, select the appropriate interventions and providers, pay for and market the program, and create systems to keep the program alive. It provides algorithms for forecasting program enrollment and information on how to budget the program. Readers can then use this information as a blueprint for implementing their own program. A chapter on workflow provides a "virtual tour" of what to expect from the first 48 hours through the first year. Written in an accessible style with insightful interviews with actual providers, *Implementing an Inpatient Smoking Cessation Program*: *summarizes the literature on tobacco use, including the causal health effects and cost-effectiveness of cessation programs, to help readers build a case for a program; *reviews the clinical guidelines and advantages that support an inpatient program; and *provides tips on how to develop an effective program including insight into where the bottlenecks are likely to occur, and how to avoid them. *Implementing an Inpatient Smoking Cessation Program* is intended for health care administrators, providers, researchers, educators, and students in health care administration, public health, community and health psychology, (behavioral) medicine, nursing, respiratory therapy, and rehabilitation. Cigarette smoking is the single greatest preventable cause of death, disease, and disability in the United States. It is the number one cancer killer of women, surpassing breast cancer. More than 70% of smokers have expressed a desire to quit, but are unable to do so alone. Independent cessation is extremely difficult, with a long-term success rate of 3-9%. Couple this difficulty with the fact that many female (and some male) smokers do not even try to quit because they are afraid of the resulting weight gain, and it seems a near impossibility for smokers to quit alone. Any amount of counseling, from even one ten-minute session, drastically improves a person's chances for cessation success. Many therapists have clients who smoke, yet they do not encourage them to quit because they feel under-equipped to help them. There are very few books for mental health workers that teach smoking cessation techniques; almost all of the books on the market are self-help based. Of those that are for the clinician, most are not user-friendly at all, and none discuss the secondary concerns of weight gain. This guide teaches therapists, in easy to follow session modules, proven methods for their clients to stop smoking, and to avoid the resulting weight gain. Structured as a 16-week group program, this treatment teaches clients to break their smoking habit first, then to avoid replacing that habit with unhealthy eating. Using cognitive-behavioral therapy (CBT), this treatment emphasizes skill-building and the use of self-monitoring forms (found in the accompanying workbook) to help clients take control of their health. *TreatmentsThatWork™* represents the gold standard of behavioral healthcare interventions! · All programs have been rigorously tested in clinical trials and are backed by years of research · A prestigious scientific advisory board, led by series Editor-In-Chief David H. Barlow, reviews and evaluates each intervention to ensure that it meets the highest standard of evidence so you can be confident that you are using the most effective treatment available to date · Our books are reliable and effective and make it easy for you to provide your clients with the best care available · Our corresponding workbooks contain psychoeducational information, forms and worksheets, and homework assignments to keep clients engaged and motivated · A companion website (www.oup.com/us/ttw) offers downloadable clinical tools and helpful resources · Continuing Education (CE) Credits are now available on select titles in collaboration with PsychoEducational Resources, Inc. (PER) This is the 11th IARC Handbook of Cancer Prevention, and the first in a series focusing on tobacco control. It reviews the scientific literature and evaluates the evidence on changes in the risk of cancer, coronary heart disease, cerebrovascular disease, abdominal aortic aneurysm, peripheral artery disease and chronic obstructive pulmonary disease observed following smoking cessation. It considers whether the risk of dying from or of developing these diseases decreases after smoking cessation, the time course of the change in risk and whether the risk returns to that of never-smokers? The review and evaluation presented in the Handbook goes on to identify relevant public health and research recommendations. Tobacco smoking is considered the big killer and one of the most avoidable risk factors for many human pathologies. Reducing and controlling tobacco smoking should be a primary aim for a certain population, in order to reduce harms to health caused by this important risk factor, and it seems urgent to adopt intervention tools involved in responsibility fields such as health care, education, politics, economy and media. Among health professionals the prevalence of tobacco smoke is extremely high, more than other professional categories, and this could be partly attributed to a low weight that tobacco smoking has in the medical curriculum of future physicians, that will contribute in a determinant way to healthy choices of their patients. In order to realise that, the medical students need to be adequately trained with the aim of acquire competences and skills that help patients to prevent tobacco smoking and to increase smoking cessation, through a programme oriented to specific issue related to the potential harm of tobacco products. A survey conducted by Ferry et al. in the American Schools of Medicine underlined the lack of courses related to tobacco smoking. Moreover, a randomised trial carried out by Cummings et al., the Schools of Medicine result as the ideal setting to teach smoking cessation techniques to health professionals. The National Cancer Institute in 1992 recommended that primary and secondary prevention interventions on tobacco smoking will become mandatory in the curriculum of Medical USA students. However, until now this recommendation still is far from being fully implemented. The aim of the book is to give an overview on the epidemiology of tobacco smoking among different settings and populations, but with a special focus on health professionals and medicals students, and to show available examples of smoking prevention and cessation training in different settings. This book constitutes a major new resource for professionals working with hard core smokers and their families. It is designed as a practical, clinically useful and up-to-date guide for all those in a position to intervene: mental health professionals, physicians, dentists, nurses, pharmacists and other health care professionals, clergy, human resource and employee assistance program corporate staff, and teachers and guidance counselors. New research suggests that difficult-to-treat smokers often have emotional problems adjusting to stopping smoking. Some also have psychiatric diagnoses or abuse other substances. These are factors which interfere with their efforts to quit. Because these difficulties have been poorly understood, hard-core smokers have not been provided with adequate resources and skills to overcome their addiction. These smokers are in need of increasingly comprehensive assessment and treatment. Despite massive public health education about the dangers of cigarette smoking, rates of smoking among the population are no longer declining in the United States and the success rates of clinical programs for smokers remain low. *Helping the Hard-Core Smoker* seeks to explain why current approaches are often inadequate and how best to help today's highly nicotine-dependent smokers who are struggling with their addiction quit.

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