

Smoking, Culture and Economy in the Middle East: The Egyptian Tobacco Market 1850-2000

Relli Shechter



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This book demonstrates how the history of Egypt's tobacco habits from the water pipe to the Marlboro Light mirrors wider socio-economic developments. Shechter begins in the mid 19th century, when tobacco was produced for export to the West and shows how in the early 20th century the marketing and consumption of tobacco reinforced social stratification. In the contemporary Middle East, Shechter finds that smoking habits have become intertwined with generational and identity politics. Engaging with cutting-edge social theory and a diverse range of source material, this is a stimulating and informative read.

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