

Review of: "[Commentary] The WHO strategies to reduce tobacco-related deaths are insufficient"

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This is a beautifully constructed argument for a change in global tobacco control policy. The author takes a rather old argument and puts a new face on it, drawing effectively on a diversity of relevant evidence. This review should definitely be published, promoted and acted upon by appropriate authorities, chiefly the WHO.

A small note: the paper could do with some improvements in the referencing. The author makes claims about a fall in smoking due to an uptick in the use of smokeless tobacco products in Norway, Japan, New Zealand and the United States. However, no references are provided to support these claims. This requires remediation by the author, after which the paper should be published.