

Contents

<i>List of Illustrations</i>	ix
<i>Preface</i>	xi
CHAPTER 1 Introduction	1
PART I <i>Rise and Fall of Alcohol Control</i>	11
CHAPTER 2 A Brief History of the Supply Side	13
CHAPTER 3 The Alcoholism Movement	34
PART II <i>Evidence of Effectiveness</i>	47
CHAPTER 4 Drinking: A Primer	49
CHAPTER 5 Prices and Quantities	65
CHAPTER 6 Alcohol Control as Injury Prevention	82
CHAPTER 7 Long-Term Effects: Hearts and Minds	107
CHAPTER 8 The Drinker's Bonus	120
PART III <i>Assessing Policy Options</i>	131
CHAPTER 9 Evaluating Interventions	133
CHAPTER 10 Regulating Supply	148
CHAPTER 11 Taxing the Alcohol Industry	165

CHAPTER 12	
Youth as a Special Case	179
CHAPTER 13	
Alcohol-Control Policy for the Twenty-First Century	196
Methodological Appendix	203
<i>Notes</i>	207
<i>References</i>	221
<i>Index</i>	249