

## Accepted Manuscript

Title: The tobacco industry's challenges to standardised packaging: A comparative analysis of issue framing in public relations campaigns in four countries

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PII: S0168-8510(18)30351-8  
DOI: <https://doi.org/10.1016/j.healthpol.2018.08.001>  
Reference: HEAP 3950

To appear in: *Health Policy*

Received date: 8-2-2018  
Revised date: 1-8-2018  
Accepted date: 3-8-2018

Please cite this article as: MacKenzi R, Mathers A, Hawkins B, Eckhardt J, Smith J, The tobacco industry's challenges to standardised packaging: A comparative analysis of issue framing in public relations campaigns in four countries, *Health policy* (2018), <https://doi.org/10.1016/j.healthpol.2018.08.001>

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The tobacco industry's challenges to standardised packaging:  
A comparative analysis of issue framing in public relations campaigns in four countries

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This work was supported by the National Cancer Institute, US National Institutes of Health, Grant R01-CA091021.

#### Highlights

- Standardised cigarette packaging is a key global tobacco control policy initiative
- Tobacco companies have aggressively challenged standardised packaging regulation

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