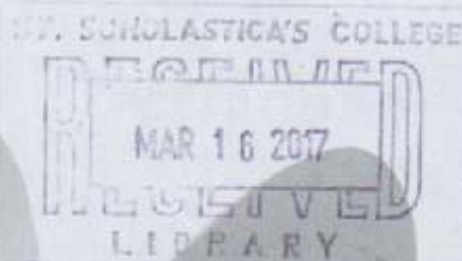


Bloomberg Businessweek

March 13 — March 19, 2017 | bloomberg.com



Designed by Marlboro in Virginia

The tobacco industry gets its Silicon Valley on p. 16

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The cover story is on how the tobacco industry is investing in new technologies for delivering nicotine

"So they want to be more like a Silicon Valley startup, but with the purpose of creating something addictive and potentially destructive?"

"I suppose so."

"Sort of like Twitter."

