



Business Excellence

Vol. I

Edited by:

Descrierea CIP a Bibliotecii Naționale a României

Business Excellence. International Conference on Business Excellence.
16-17 October, Brasov, Romania / ed. Constantin Brătianu, Dorin Lixândroi,
Nicolae Al. Pop - Brașov : Infomarket, 2009

Bibliogr.

ISBN 978-973-1747-10-1

ISBN 978-973-1747-11-8 (Vol.1)

I. BRĂȚIANU, Constantin (ed.)

II. LIXĂNDROIU, Dorin (ed.)

III. POP, Nicolae Al. (ed)

657. (063)

INFOMARKET Publishing House
O.P. 1 - C.P.361 – Brașov, Romania
Tel./Fax: +40 268 410 132
www.editura-infomarket.ro

ISBN 978-973-1747-10-1
ISBN 978-973-1747-11-8 (Vol.1)

FIRM COMMITMENTS – FAIR VALUE OR CASH FLOW HEDGE ?.....	222
George IANCU	
SYMBOLIC CONSTRUCTION OF THE REALITY WITHIN THE ORGANIZATIONAL PHENOMENA – THE METAPHORICAL ANALYSIS METHOD.....	227
Mihaela Alexandra IONESCU, Stefan BRATOSIN	
STRATEGIC RESEARCH OF THE MARITIME MARKET.....	231
Florin IORDANOAI	
CONTINUING LEARNING IN TOURISM FIELD - LABOUR MARKET REQUIREMENTS.....	235
Ana ISPAS, Cristinel CONSTANTIN, Ioana CHITU, Alina TECAU	
MEASURES AT EUROPEAN LEVEL FOR INNOVATIVE CLUSTER.....	239
Daniela – Claudia JELERIU, Mihaela-Georgia SIMA	
ECONOMIC GROWTH, INNOVATION AND COLLABORATIVE RESEARCH AND DEVELOPMENT ACTIVITIES.....	243
Aikaterini KOKKINO	
A MULTI-ATTRIBUTE DECISION ALGORITHM BASED ON INTUITIONISTIC FUZZY SETS.....	247
Dorin LIXĂNDROIU	
A STUDY ON FACTORS AFFECTING SOFTWARE RELIABILITY - FACTORS FROM THE ORGANIZATION.....	251
Radu LIXĂNDROIU	
THE PERSPECTIVES OF NATION BRAND MANAGEMENT IN CONTEMPORANEITY.....	255
Iustina MACOVEI	
PROTECTION OF TOBACCO CONSUMERS AND NO CONSUMERS.....	259
Anca MADAR, Andreea Nicoleta NEACSU	
ENHANCING ECONOMICS UNDERGRADUATES' ENGLISH LANGUAGE COMPETENCIES USING TASK-BASED LEARNING.....	263
Maria Anca MAICAN	
TOWARDS THE UNIVERSITY 2.0: AN ARCHITECTURAL PROPOSAL FOR THE TRANSILVANIA UNIVERSITY OF BRASOV PORTAL BASED ON OPEN SOURCE TOOLS.....	267
Catalin MAICAN	
LEADERSHIP IN ROMANIAN COMPANIES.....	271
Anca MANDRULEANU	
THE CONSUMER – A CORPORATE VALUE.....	275
Adriana MANOLICĂ	
INDEPENDENT INVESTMENT BANK MODEL AND THE CONFLICTS OF INTEREST WITHIN...	278
Cristian MARZAVAN, Tanase STAMULE, Mihaela GĂMAN	

PROTECTION OF TOBACCO CONSUMERS AND NO CONSUMERS

Anca MADAR, Andreea Nicoleta NEACSU
Transilvania University of Brasov, Romania
ancamadar@yahoo.com, deea_neacsu@yahoo.com

Abstract: *The emanated cigarette smoke is harmful through the mainstream smoke but as well through the side stream smoke. Many toxins exist in the side stream smoke in a higher concentration than in the mainstream smoke. Health risks caused by smoking are many and dangerous. Heavy smokers present the risk to develop pulmonary tuberculosis that is 2 or 3 times bigger than in the case of non-smokers. The tobacco consumption can grow the incidence of cardiovascular diseases. The risk of developing a cancer is directly related to the number of cigarettes smoked per day, to the lengths of smoking and the content of tar and nicotine of the cigarette. In Romania it is necessary to realize more anti-tobacco and people educational campaigns, because the number of smokers is bigger and bigger.*

Key words: anti-tobacco campaigns, cancer, smokers, tobacco

Introduction

In the pre-Colombian period, "tobacco" was the name of a plant which Indians used since ancient times for religious and magical purposes, by smoking it in stone pipes. Brought to Europe by the Spanish, the tobacco has spread firstly in France, since the day in 1560 when Jean Nicot, the ambassador of France in Lisbon sent a box of tobacco to Catherine de Medici, to ease her terrible headaches. At that time the tobacco was considered a medicinal plant, that had curative qualities if it was drank in infusions or smoked.

When tobacco was brought on the continent, the Europeans reacted promptly, comparing it to a diabolical plant. In 1604, king Jacques wrote about smoking that is was "repellent for the eyes, hateful for the nose, dangerous for the brain and fearful for the lungs".

In Europe the habit of smoking is relatively recent, developing rapidly in the first half of the XX century. The new cigarettes, a lot more accessible for the consumers of all ages from all social classes and with different incomes, started a real "boom" on the market becoming a danger for everyone's health.

Cigarette smoke compounds

A cigarette contains over 4000 compounds, some having irritating properties, and others (more than 50) being carcinogenic. These substances are released in the air as particles or gases. Additives such as nicotine, tar, benzene, benzoic Pyrenes, CO, ammonium, diethyl nitrosamine and acroleine are just few of the components of the cigarette smoke. The emanated cigarette smoke is harmful through the mainstream smoke but as well through the side stream smoke. Many toxins exist in the side stream smoke in a higher concentration than in the mainstream smoke; Almost 85% of the smoke in a room comes from side stream smoke. Therefore, the unfiltered side stream smoke allows the appearance of nitrosamine concentrations that are 50 times bigger than in the mainstream. The outcome is the impact of cigarette smoke upon the passive smoker.

Nicotine is an alkaloid that induces dependence. One dose of 60 mg injected in the blood vessel leads to death and the repeated administration of small doses produces dependence. The nicotine works by binding specific nervous system sites, goes through the blood encephalic barrier and accumulates in the brain in just a few seconds after entering into the organism. This substance has also effects upon other tissues, determining relaxation of the spare muscles, and a series of endocrine and cardiovascular effects. In the central nervous system, nicotine acts like an anti-depressive, increases the focus capacity and produces pleasure, a state of well. Nicotine can lead to an early menopause and can emphasize the osteoporosis from the menopause by reducing the estrogen level. Recent studies certify the carcinogenic direct potential of the nicotine.

Tar is a thick brown liquid, which condenses from the cigarette smoke and contains most of the carcinogenic substances. Because of the substances that compose it, the tar produces pulmonary neoplasm, leads to the paralysis of the lungs' combing system, inhibits the immune system and causes a secondary alveolar affection.

Carbon Monoxide is a colorless gas which is present in high concentrations in the cigarette smoke. It combines with the hemoglobin 200 times faster than the oxygen, explaining therefore the 15 % decrease of hemoglobin's oxygen transporting capacity. The brain and the brawn are incapable of efficiently functioning and the compensation is made through a bigger labor of the heart and brain. There is also a straight damaging effect of this gas upon the arteries, by favoring the appearance of atherosclerosis. The hypoxemia induced by CO contributes to blocking the coronaries, which can lead to a myocardial heart attack.

The additives incorporated after the '70s have the role to increase the nicotine addiction and to emphasize the cigarette taste but in the same time have a toxic effect.

The cigarette smoke can start but can also maintain the inflammation of the airways which is frequently encountered in the chronic obstructive diseases. This inflammation also helps other mechanisms which contribute to the