

BINGE BRITAIN

ALCOHOL AND THE NATIONAL RESPONSE

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- A fascinating and controversial look at Britain's binge drinking culture
- Challenges those who help maintain the drinking culture in Britain, and examines the power of the alcohol industry
- Written by two leading authorities, *Binge Britain* will be essential reading for all those who have a stake in addressing the UK's binge drinking problem

Alcohol has played a major part in British life for centuries. It has led to the rise and fall of governments, financed wars, provoked civil disorder and even acts of terrorism. In many countries, alcohol consumption has been decreasing in recent years, but in Britain we are drinking more and more, and from an earlier age. With the relaxation of licensing hours there is real concern that the current epidemic of binge drinking will get even worse. So why has this problem not arisen in most of the continent? Why are British adolescents drinking more now than ever? What will be the effect of the relaxation of licensing hours? Why have so many city centres become no-go zones - filled with social unrest and violence? Is it just that we can't hold our drink - or that we don't know when to stop?

The authors of this book are two of the leading authorities on alcohol and its problems. In this highly topical book, the first ever on binge drinking, they take a look at the UK and its alcohol problem. They review the role of alcohol in Britain in the past 1500 years. *Binge Britain* looks at why our drinking culture is maintained and why politicians seem reluctant to act effectively to reduce the problem. The authors examine the power of the alcohol industry, and the huge amount of money it contributes in taxes. The book provides an informed overview of recent developments in alcohol consumption and alcohol-related problems, together with a commentary on and critique of the development of recent policy and the national response to this policy.

Informative, authoritative, and accessibly written, *Binge Britain* provides a fascinating look at our need for intoxication.

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