We have a fair understanding of the kind of strategies (often deceitful) used by the tobacco industry to boost the sales of cigarettes. On the other hand, there is much less direct evidence that can shed some light into the nature of the promotional strategies used by the food and beverage industry and the alcohol industry. Available evidence suggests that when it comes to the promotion of their products, the food, alcohol, and tobacco industries use very similar strategies. It becomes important for public health professionals working in one of the fields to learn from others.