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Brittany R. L. Duff is Assistant Professor of Advertising at the Charles H. Sandage Department of Advertising at the University of Illinois. Her research interests include attention and emotion, particularly how these work separately or interact to influence perceptions of advertising.

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Charles' textbook in Advertising Theory and Practice (1936) became the leading authority in this topic, and it has been used extensively in advertising education for decades. Charles was a true entrepreneur, believing in the creativity of the human mind and spirit to recognize and respond to challenges and opportunities and to have the imagination to solve problems creatively.

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