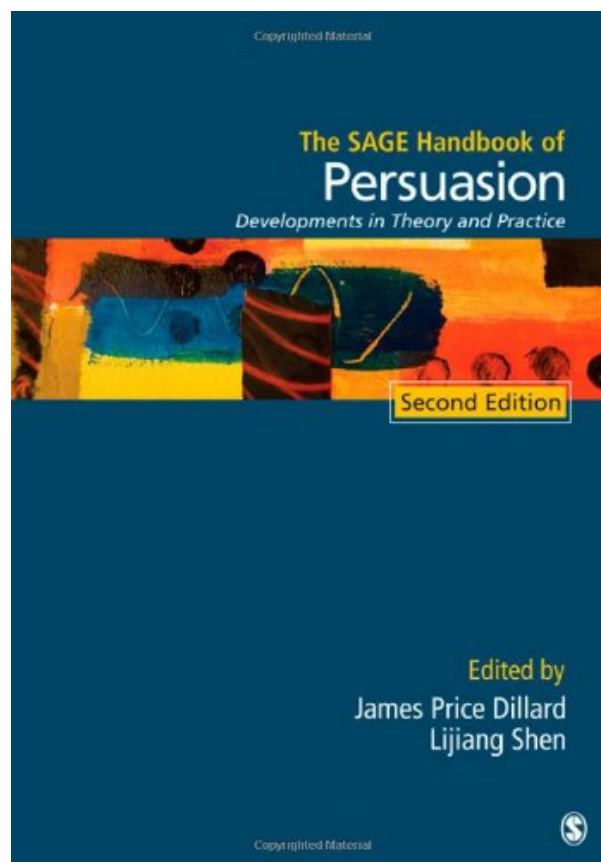
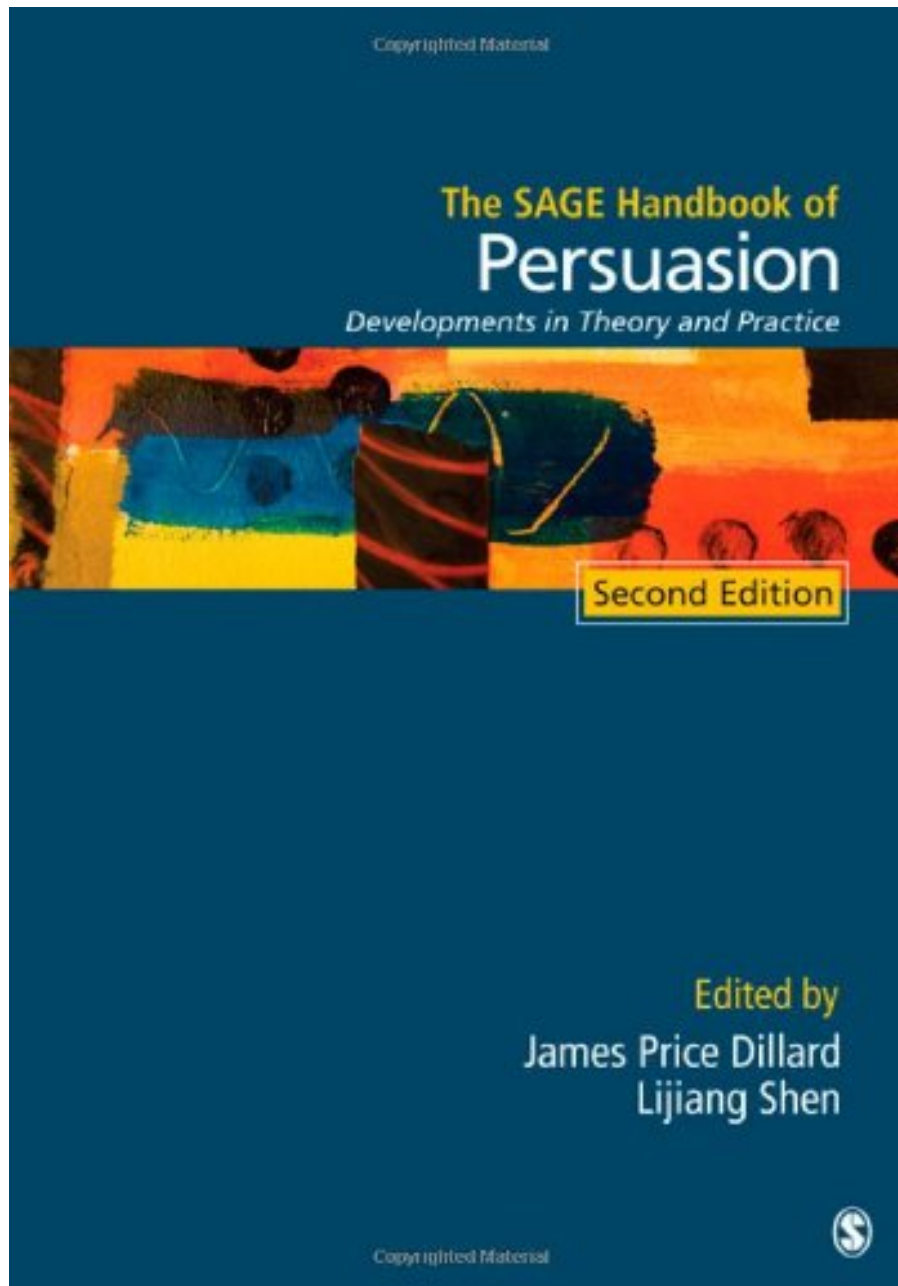


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James Price Dillard is Liberal Arts Research Professor in Communication Arts & Sciences at The Pennsylvania State University. His research emphasizes theory and empirical analysis of the role of emotion in persuasion. He has received the John E. Hunter Award for Meta-Analysis and is a Fellow in the International Communication Association. His previous books include *Seeking Compliance: The Production of Interpersonal Influence Messages* and (with Michael Pfau) *The Persuasion Handbook: Developments in Theory and Practice*, 1st edition.

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