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Tribute to Cam DeVore and Bob Sack

This treatise would not exist if not for Cam DeVore and Bob Sack. From their brows sprung forth the idea for a book that focuses on advertising and commercial speech, including the relatively novel and still unsettled First Amendment issues presented by such activities. Because of Cam and Bob's elevated positions in the legal community, the book attracted a publisher. The original text of the book, much of which survives in the current edition, is a product of their Herculean labors. As the successor authors of this treatise, we tend the gift that Cam and Bob bequeathed to us, nothing more. While they have been kind enough to allow our names to replace theirs as co-authors, in our minds this book always will be DeVore and Sack on Advertising and Commercial Speech.

STEVEN G. BRODY  
BRUCE E.H. JOHNSON
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STEVEN G. BRODY is a partner in the law firm of Morgan, Lewis & Bockius LLP, based in its New York office. He has represented parties and amici curiae in many commercial speech cases, including numerous cases before the U.S. Supreme Court, federal circuit courts, and state supreme courts. Mr. Brody also counsels clients with respect to a broad range of advertising issues.

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In recent years, Mr. Johnson has served as chair of the Media Law and Defamation Torts Committee of the American Bar Association’s Tort and Insurance Practice Section (TIPS), a member of the TIPS Professionalism Committee, and an officer of the Libel Defense Resource Center’s Defense Counsel Section. He has lectured and written extensively on First Amendment and related topics. A 1972 graduate of Harvard College, he received his M.A. degree from Cambridge University and his J.D. from Yale Law School.
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