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Joel R. Evans (Ph.D. in Business with majors in Marketing and Public Policy) is the RMI Distinguished Professor of Business and Professor of Marketing and International Business at Hofstra...

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Barry Berman and Joel R. Evans have worked together for more than 20 years in co-authoring several best-selling texts, including Retail Management: A Strategic Approach, Eighth Edition. They have also consulted for a wide variety of clients, ranging from small "mom-and-pop" retailers to Fortune 500 companies. They are co-founders of the American Marketing Association's Special Interest Group in Retailing and Retail Management, and currently serve on its board.

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Joel R. Evans, Ph.D., is a Distinguished Professor Emeritus in the Zarb School of Business at Hofstra University, Long Island, New York; and a pancreatic cancer survivor. Professor Evans is the author of *Surviving Cancer and Embracing Life: My Personal Journey* (2018). He is co-author of *Retail Management: A Strategic Approach*, 13th edition (2018). This book is widely used internationally and is available in English, Chinese, and Russian editions.

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