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By Joel R. Evans, Barry Berman

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## **Editorial Review**

### **About the Author**

Joel R. Evans, Ph.D., is the RMI Distinguished Professor of Business and Professor of Marketing and International Business at Hofstra University. Before joining Hofstra, he worked for a Fortune 500 firm, owned a business, and taught at Baruch College and New York University. Dr. Evans is author or editor of numerous books and articles and is active in various professional associations. At Hofstra, he has received three Dean's Awards and the School of Business Faculty Distinguished Service Award. Dr. Evans has also been honored as Teacher of the Year by the Hofstra M.B.A. Association. Joel R. Evans and Barry Berman (Hofstra University) are co-authors of several best-selling texts, including Marketing in the 21st Century and Retail Management: A Strategic Approach (Prentice Hall). They have co-chaired numerous prestigious conferences, including the 1995 American Marketing Association Faculty Consortium on "Ethics and Social Responsibility in Marketing" and the 2000 Academy of Marketing Science/American Collegiate Retailing Association Triennial Retailing Conference. Each has a chapter in the most recent edition of Dartnell's Marketing Manager's Handbook. Drs. Evans and Berman have been consultants for such firms as Fortunoff, NCR, PepsiCo, and Simon Properties. Both regularly teach undergraduate and graduate marketing courses to a wide range of students.

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