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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

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