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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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