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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.

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Marketing by Joel R. Evans, 1990, Macmillan Pub. Co. edition, in English - 4th ed.

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Marketing Management Co-author (with Dr. Barry Berman) in 2015 the 12th Edition of Marketing: Marketing in the 21s Century. The 1985 edition was one of the first marketing books published in Russia and the 2002 edition was one of the first marketing texts to be published as an e-book. Social Media and Internet Marketing

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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).

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