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**Multifunctional Multiferroics**

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Discovery of intriguing phenomena due to significant cross-coupling in multiferroics where magnetic order and ferroelectric structural distortion coexist has drawn enormous attention in materials science and condensed matter physics community for the last about two years, partially due to the possible realization of new multifunctional devices. I will overview the recent progress and discuss the key issues in understanding and optimizing the cross-coupling effects.