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EXPERT ALERT: Black Friday

WATERLOO – The holiday shopping season kicks off with Black Friday on Friday, Nov. 23.

There are several Laurier experts available to comment on a variety of topics related to holiday retail.

[Brad Davis](#), associate professor of marketing at the Lazaridis School of Business and Economics, is an expert on marketing communications and branding. He is available to comment on a range of holiday marketing topics. Contact: bdavis@wlu.ca or 519.884.0710 x2539.

[Chun \(Martin\) Qiu](#), associate professor of marketing at the Lazaridis School of Business and Economics, is an expert on retail. He is available to comment on holiday shopping activities, queuing, online shopping, store promotions, etc. Contact information: cqiu@wlu.ca.

[Grant Packard](#), associate professor of marketing at the Lazaridis School of Business and Economics, is an expert on the retail industry, online shopping, consumption and social media, and online product reviews. Before entering academia, he worked in marketing and advertising. Contact: gpackard@wlu.ca.

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