

	<b>Spécialité: BTS N.R.C.</b>
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## BLACK FRIDAY 2016 CALMER THAN PREVIOUS YEARS -CBS NEWS

TONY: "You know , Don, I see you're on two feet, no bandages apparent, there's been chaos and fight in the past on Black Friday but it was more calm this year or were there incidents here and there?"

DON: " It was amazingly more calm, I mean we were at a major mall this morning for much of the morning , and it was like any other weekday and I think what has happened here is when you think about it, you know Black Friday was designed in order to attract people to the malls, to the stores on the day of Thanksgiving to launch the holiday shopping period. That has changed now, but also Cyber Monday was started, because people would do their online shopping because the internet was more powerful at their place of work. Well, that's no longer the case, we walk around basically with the internet in our pockets now with these smartphones, so you could shop anytime and these major retailers have really figured that out, and they're taking advantage of that.

TONY:" You know, the L.A Times is reporting that there are fewer people out on the streets for Black Friday this year. Does that spell long-term decline for the institution itself?"

DON:" Actually, it doesn't, what's truly interesting is that the numbers are way up for shopping, it's just people aren't shopping in the brick-and-mortar stores today. There's still some people going there, and what's really interesting is that the people who are going to the brick-and-mortar stores, a lot of them are still using these apps. They go in with the app, they're looking at whatever it is they're interested and they see they like it in person, and then they go on the app and see if they can get a better price elsewhere, and what's happening stores a lot of times is that the sales person would say " well you might have found out for that price but we can match it if you get that here in the store". So it's really a win-win, the stores the sales figures are still way up , they're doing really well this year but apps have changed the game entirely.

TONY:" Let me make sure I have this correct: People have the internet in their pocket, they have apps on them, they don't have to go to the store but they're going anyway and bring in their phone as a kind of digital assistant to help them price compare?"

DON: "That's exactly right!"