

Gray Thursday: Increased Sales, or Black Friday Suicide?, Minyanville, ft. Keith Gutstein

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By Stephanie Taylor Christensen

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Black Friday once kicked off the holiday spending season in America, despite the fact that it wasn't actually the biggest shopping day in terms of retailer profitability until 2005. However, the trend has continued; a record 226 million shoppers visited stores and websites over the 2011 Thanksgiving weekend.