

You are cordially invited to attend a colloquium

**“To Strategize or Not to Strategize: That is the Question”  
Musings of an Interdisciplinary and Iconoclastic Evolutionary Consumer Scholar**

a presentation by  
Gad Saad, Ph.D.

Monday, February 18, 2008, 3:00 – 4:00 p.m.  
FCS 219

sponsored by  
Retailing and Consumer Sciences Graduate Program  
The Norton School of Family and Consumer Sciences

Dr. Saad will present both a safe strategy and an alternate and perhaps riskier approach to pursuing a successful academic career. Drawing from his personal experience, he will discuss (a) the pros and cons of pursuing a narrow research stream versus pursuing a broader interdisciplinary track; (b) his trials and tribulations over the past ten years or so in challenging the existing paradigms and theoretical frameworks in consumer research (i.e., by infusing the field with biological-based and evolutionary-based theorizing). In doing so, he will enunciate the risks and rewards of challenging a given intellectual orthodoxy.