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- Research interests include methodological and measurement issues, pricing, consumer behavior, e-commerce and digital marketing.

Danny Weathers received his BS in Mathematical Sciences from Clemson, and his MS in Statistics and Ph.D. in Business Administration (Marketing) from the University of South Carolina.

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*The mission of the Sonoco FRESH initiative is to develop innovative solutions by engaging the collective intellectual capital and purposeful collaboration of experts from academia, industry and thought leaders across the entire food value chain.*