

# Kendrick Lamar-Black Friday

Kendrick Lamar unveiled “Black Friday” today and it’s him rapping over J.Cole’s beat from “Tale Of 2 Citiez.” He spits a stack of verses about being the next incarnation of the “son of the pioneer that got you near the sun.” His flow and subject matter about winning the rap game artistically and commercially is a rare case of a rapper with real bravado and substance to back his claims.