

# Fairtrade And Celebrity Entrepreneurship: An Upside and Downside

**Hugh Jackman**

Wolverine and caffeine?

Celebrity entrepreneurs enjoy the perks of publicity for their projects but the downside may include unwanted media attention if controversy over a business model, umm brews.

One wonders what simple, creative solution might an aspiring entrepreneur devise for the K-cups conflict referenced in the Huffington Post article?

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Finding Your Niche: Discover...**

<http://nichecreativity.com/finding-your-niche-ebook/>

## **References**

Fast co exist.com

How Hugh Jackman Became A Fairtrade Entrepreneur

<http://tinyurl.com/lpbvq9y>

Huffington Post

<http://tinyurl.com/ox2c9ql>