

Self-Employment Q and A: Work-Life Conflict

Clarence Crane & Starbucks Founders



Q. What's the difference between candy inventor Clarence Crane and the founders of the original Starbucks? Shouldn't Crane and Starbucks founders both been able to walk away from business ideas that may not have been compatible with their skill sets?

A. You are referring to an earlier post in which I noted that it was understandable in the case of Starbucks not to pursue a change in their original concept vs. Clarence Crane who made a huge mistake when he gave up on his idea for a new kind of candy that he'd invented.

The difference is that Crane was a chocolate manufacturer when a problem with candy melting during shipping in the summer sparked the idea for a product that wouldn't melt.

So Crane created Life Savers®, remained in the candy industry but sold the rights to the mints for nearly nothing. Frustration over production and marketing

issues were the reasons cited.

After checking several sources, I suspect that work-life issues may have clouded his judgment...
Crane had a very challenging home life.

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Finding Your Niche: Discover...**

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

Reference

Prezi.com

<https://prezi.com/yaxwoarpao9n/clarence-crane/>