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Pop star fragrances and post-feminist entrepreneurialism

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Pages 992-1008 | Published online: 27 Apr 2015

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Abstract

This article analyzes discourse around pop stars Katy Perry and Nicki Minaj as fragrance spokeswomen. It mobilizes the term “post-feminist entrepreneurialism” to describe

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The author received no financial support for the research, authorship, and/or publication of this article.

No potential conflict of interest was reported by the author.

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