



### **Jay-Z, Pharrell, & More Talk Race & Culture Relations In Business With Steve Stoute**

On the heels of his latest book which hit shelves yesterday, *Tanning Of America*, businessman Steve Stoute (who is the branding and marketing genius behind some of the biggest celebs you love) has created a web series for AOL HuffPost where he talks with some of Hip Hop & Pop's leading tastemakers (like Jay-Z, Pharrell, Lady Gaga) about the interactions of race and business and how both are impacted by pop culture.

Steve Stoute, author of *The Tanning Of America: How the Culture of Hip-Hop Rewrote the Rules of the New Economy*, has made a name for himself in both the music industry and through linking some of music's biggest stars with high profile endorsement deals and business ventures (e.g Justin Timberlake/McDonald's, LeBron James/State Farm Insurance) through his Translation Consultation & Brand Imaging company.

Now he is hosting a video series called "The Tanning Effect" with AOL HuffPost where he talks to superstars like Jay-Z, Pharrell Williams and Lady Gaga about race, business and pop culture. Interesting food for thought..especially for our fab business savvy readers.

Written by Forward Times Staff Writer  
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Reported that the actor, who was 41, died of a heart attack while on the set of the film "The Last Airbender" in the Philippines. The actor was reportedly suffering from a heart condition and had been in the hospital for several days before his death. The film's production company, Nickelodeon, has announced that the actor's death was a tragedy and that the film will continue without him. The actor's family has also announced that they are seeking legal action against the production company for negligence.