

Green Giants How Smart Companies Turn Sustainability Into Billion Dollar Businesses

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Green Giants How Smart Companies

Packed with eye-opening research, exclusive interviews, and enlightening examples from major organizations, Green Giants reveals how these and other well-known, incredibly successful companies have turned a strategy of sustainability and social good into a billion-dollar business proposition . . . and how you can, too. The book provides a blueprint for sustainable success, examining the six key factors green giant companies share that have directly contributed to their uncommon success.

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Green Giants examines nine companies that are merging social responsibility with wild profitability - and reveals the six factors responsible for their success, including: iconoclastic leadership fueled by deep conviction and a rebellious streak; disruptive innovation that uses sustainability to spur the development of radically better products and services; and a higher purpose that ignites the company - when the mission leads, profits follow.

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Green Giants: How Smart Companies Turn Sustainability Into Billion-Dollar Businesses began with the author's discovery in 2013 that sales at the sustainable, socially responsible burrito chain Chipotle had outpaced those of strip-mall stalwart Burger King. Chipotle's revenues in 2014 were \$4.11 billion. That's billion with a B.

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In Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses (AMACOM; August 19, 2015; \$27.95 Hardcover), E. Freya Williams investigates what has enabled some of today's most profitable companies—the "Green Giants" of business—to succeed where so many others have failed at converting sustainability into billion dollar revenue streams. She captures the significance of this inflection point in business history to distil the blueprint for these behemoths' success ...

Green Giants: How Smart Companies Turn Sustainability into ...

Green Giants examines nine companies—including Chipotle, Toyota, Unilever, Tesla, General Electric, and more—who have established the blueprint for sustainable success that anyone can follow.

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Green Giants examines nine companies—including Chipotle, Toyota, Unilever, Tesla, General Electric, and more—who have established the blueprint for sustainable success that anyone can follow.

Green giants : how smart companies turn sustainability ...

In this excerpt, adapted from her new book, *Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses*, E. Freya Williams looks at nine companies whose standalones...

9 green giants: Billion-dollar businesses that are ...

Packed with eye-opening research, exclusive interviews, and enlightening examples from Chipotle, Toyota, Unilever, Tesla, General Electric, and more, *Green Giants* serves as a blueprint for sustainable success that anyone can follow.

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