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Guide To Doing Business
Differently And Succeeding
Seth Goldman

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engaging, and frank story around his

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inspiring example of social
entrepreneurship. I read it in one sitting."
--Wayne Silby, Founding Chair, Calvert
Funds "Seth and Barry have crafted a rich
and compelling story and told it with the
perfect blend of inspiration and humility.

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Doing Business Differently--and
Succeeding by Seth Goldman, Barry
Nalebuff, and Sungyoon Choi. News,

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author interviews ...

Mission in a Bottle : NPR

Even the tense moments of Mission in a Bottle, like the time when a guy thought he found a piece of a male body part in one of the brands that they were renting their bottling facility out to, just didn't

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translate in a meaningful way to a cartoon format. Overall, I enjoyed the business story and found it inspiring.

Mission in a Bottle: The Honest Guide to
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KeenDog and Mission K9, an organization
dedicated to rescuing, reuniting, re-

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homing and rehabilitating retired working dogs, created Mission in a Bottle to support former service dogs by giving them the retirement they deserve. "It's a hidden secret that working dogs, especially in other countries, often end up homeless, on the streets or euthanized once their service ends," said Katrina

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Kensington, Co-Owner of KeenDog
Training.

Mission In A Bottle - KeenDog Training
Mission in a Bottle is a courageous,
engaging, and frank story around his
inspiring example of social
entrepreneurship. I read it in one sitting."

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□ Wayne Silby, Founding Chair, Calvert
Funds

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TEXT #1 : Introduction Mission In A
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accessible two color graphic book format
the cofounders of honest tea tell the
engaging story of how they

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They had certain advantages, however, having met at the Yale School of Management, where Nalebuff is a professor. The mission-driven nature of the company set it apart from others, although its recent purchase by Coca-Cola may cast a shadow on Goldman and Nalebuff's early struggle to help their

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product succeed as a low-sugar alternative.

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In an incredibly fun and accessible two-color graphic-book format, the cofounders of Honest Tea tell the engaging story of how they created and built a mission-driven business, offering a wealth of insights and advice to entrepreneurs, would-be entrepreneurs, and millions of Honest Tea drinkers about the challenges

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and hurdles of creating a successful business--and the importance of perseverance and creative problem-solving. Seth Goldman and Barry Nalebuff began Honest Tea fifteen years ago with little more than a tea leaf of an idea and a passion to offer organic, freshly brewed, lightly sweetened bottled tea. Today

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Honest Tea is a rapidly expanding national brand sold in more than 100,000 grocery stores, restaurants, convenience stores and drugstores across the country. The brand has flourished as American consumers move toward healthier and greener lifestyles.

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The amazing story of what Inc. magazine called "the coolest little startup in America." Tom Szaky dropped out of Princeton a decade ago to found TerraCycle, a company that makes the nonrecyclable recyclable. TerraCycle is now at the forefront of the eco-capitalist movement, partnering with more than 35

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million people in twenty countries in the collection of waste and transforming that waste into useful products. Creating trash cans from chip bags and plastic benches from cigarette butts, TerraCycle has redefined recycling. Revolution in a Bottle is a rollicking tale of entrepreneurial adventure and an essential guide to

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creating a company that's good for people, good for profits, and good for the planet. Since Revolution in a Bottle was first published in 2009, TerraCycle has grown dramatically from a small company offering worm poop in a soda bottle to a pioneer of recycling worldwide. This completely revised and expanded edition

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continues the story of this incredible
company.

You keep track of all my sorrows. You
have collected all my tears in your bottle.
You have recorded each one in your book.
Psalm 56:8 NLT Whatever you are going
through as you read this, you need to hear

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these words: God sees you, He loves you, and your story is not over. Every tear you shed is precious to Him. Your suffering is not in vain. This collection of heartfelt essays, eye-catching word art, inspiring Scripture verses, honest prayers, and uplifting photography will meet you in your place of pain, offering solace and

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refuge for your weary soul. Lovingly written by Lindsey Wheeler, a pastor's wife and adoptive mom who lives with chronic pain, Sacred Tears will bring you the blessed respite you've been longing for and remind you that you are never alone. You'll discover what to do when you feel far from God, how to trust Him

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even when you don't understand His plan for you, and how to handle the difficult decisions that often accompany painful situations. All this and more await inside. Experience the hope and comfort only God can provide.

While jogging along the Cape Cod shore,

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a thirtysomething single mother struggling to recover from a difficult divorce stumbles upon a half-buried bottle containing a touching love letter that sends her on an uncertain odyssey of self-discovery, renewal, and the possibility of new love

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Approved by the FDA in 2005 as the first drug with a race-specific indication on its label, BiDil was touted as a pathbreaking therapy to treat heart failure in black patients. Kahn reveals that, at the most basic level, BiDil became racial through legal maneuvering and commercial pressure as much as through medical

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understandings of how the drug worked.

He examines the legal and calls for a more reasoned approach to using race in biomedical research and practice.

NEW YORK TIMES BESTSELLER □ An inspiring personal story of redemption, second chances, and the transformative

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power within us all, from the founder and CEO of the nonprofit charity: water. At 28 years old, Scott Harrison had it all. A top nightclub promoter in New York City, his life was an endless cycle of drugs, booze, models—repeat. But 10 years in, desperately unhappy and morally bankrupt, he asked himself, "What would

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the exact opposite of my life look like?"

Walking away from everything, Harrison spent the next 16 months on a hospital ship in West Africa and discovered his true calling. In 2006, with no money and less than no experience, Harrison founded charity: water. Today, his organization has raised over \$400 million to bring clean

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drinking water to more than 10 million people around the globe. In Thirst, Harrison recounts the twists and turns that built charity: water into one of the most trusted and admired nonprofits in the world. Renowned for its 100% donation model, bold storytelling, imaginative branding, and radical commitment to

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transparency, charity: water has disrupted how social entrepreneurs work while inspiring millions of people to join its mission of bringing clean water to everyone on the planet within our lifetime. In the tradition of such bestselling books as Shoe Dog and Mountains Beyond Mountains, Thirst is a riveting account of

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how to build a better charity, a better business, a better life—and a gritty tale that proves it's never too late to make a change. 100% of the author's net proceeds from Thirst will go to fund charity: water projects around the world.

Fully Alive tells the story of an

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astoundingly successful young entrepreneur's immersion in Amazonian indigenous spirituality, its life-changing impact on him, and how he integrated the lessons he learned to build a successful, socially responsible company, live a purposeful life, and make a difference in the world. Building a start-up is like being

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thrust into the middle of the Amazon rainforest: living every day on the edge of your comfort zone, vulnerable to the unexpected challenges constantly being thrown your way, and constantly shifting to meet daily demands and do everything and anything you can to survive, let alone thrive. Vulnerable, raw, and deeply

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transparent, Fully Alive reveals powerful tools and lessons that can teach all of us how to grow toward and beyond our personal edges, no matter our circumstances. Tyler Gage shares his spiritual adventures and the business savvy that helped him create RUNA, a pioneering organization that weaves

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together the seemingly divergent worlds of Amazonian traditions and modern business, demonstrating how we can dig deeper to bring greater meaning and purpose to our personal and professional pursuits. From suburban youth to immersion in the Amazon to entrepreneurial success, Tyler's journey

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clearly shows that passion and opportunity can be found in the most unexpected places. Captivated by a rare Amazonian tea leaf called guayusa that had never been commercially produced, Tyler started RUNA to partner with the indigenous people of Ecuador to share its energy and its message with the world. Using the

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spiritual teachings, lessons, and healing traditions of the Amazon as his guide, Tyler built RUNA from a scrappy start-up into a thriving, multimillion-dollar company that has become one of the fastest-growing beverage companies in the United States. With the help of investors such as Channing Tatum, Leonardo

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DiCaprio, and Olivia Wilde, RUNA has created a sustainable source of income for more than 3,000 farming families in Ecuador who sustainably grow guayusa in the rainforest. Simultaneously, RUNA has built a rapidly scaling nonprofit organization that is working to create a new future for trade in the Amazon based

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on respectful exchange and healing, not exploitation and greed. Practical tools and lessons are woven throughout the story of Gage's successes and failures, offering guidance on how to relate to obstacles as teachers and how to accomplish our personal and professional goals in the often uncertain circumstances we find

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Differently And Succeeding

Denmark, Tennessee, stinks. The smell hits Horatio Wilkes the moment he pulls into town to visit his best friend, Hamilton Prince. And it's not just the paper plant and the polluted river that's stinking up Denmark: Hamilton's father has been

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poisoned and the killer is still at large. Why? Because nobody believes that Rex Prince was murdered. Nobody except Horatio and Hamilton. Now they need to find the killer, but it won't be easy. It seems like everyone in Denmark is a suspect. Motive, means, opportunity--they all have them. But who among them has

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In this early chapter book, the seventh installment in the Justine McKeen series, Justine sets out to ban bottled water from her school.

Grabbing the low-hanging fruit is no

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longer acceptable. ZICO Coconut Water founder Mark Rampolla argues that when you choose to reach higher, you can build an incredible business, be profitable, and maybe even change the world. In 2004, Mark Rampolla was successful by most standards. There was just one problem: He wasn't inspired in his job and believed he

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had something more to contribute to the world. When he asked himself, "What do I have to offer that will improve the world?"

Rampolla realized that his big idea was hanging right overhead. From his time living in Central America, he and his family came to love drinking coconut water, just like the locals. But no one was

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really selling coconut water in the United States. So Rampolla chased a very ambitious goal: introducing coconut water to the American beverage market dominated by a few big players. He wasn't just starting a business; he was creating a whole new industry. ZICO Coconut Water brought a healthy beverage alternative to

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American consumers while also helping developing-world growers and suppliers profit from this resource. It was a win-win-win—good for Rampolla, his customers, and the world. So good, in fact, that in 2013 the Coca-Cola Company purchased ZICO and is scaling the brand around the globe. Rampolla wrote High-Hanging

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Fruit for others who want to succeed because of, not in spite of, their values. This book is for people who believe that it's their duty to reach higher than just the bottom line to build businesses driven by passion, purpose, and integrity. Above all, it's a call to arms for a new generation of entrepreneurs who want to disrupt the old

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