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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

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captures the significance of this  
inflection point in business history  
to distil the blueprint for these  
behemoths' success ...

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Green Giants examines nine  
companies--including Chipotle,  
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Electric, and more--who have  
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In GREEN GIANTS: How Smart  
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(AMACOM; August 19, 2015;  
\$27.95 Hardcover), E. Freya

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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 ...

CSRWire - Book Release: GREEN GIANTS: How Smart Companies ... 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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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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