

Green Giants How Smart Companies Turn Sustainability Into Billion Dollar Businesses

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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: How Smart Companies Turn Sustainability into ...

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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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 standalone...

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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