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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

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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 ...

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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.

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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 ...

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Green Giants examines nine companies--including Chipotle,

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Billions of Dollars, 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...

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