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Iconoclastic leadership fueled by deep conviction and a rebellious streak; disruptive innovation that uses sustain ability 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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better products and services  
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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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Turn Businesses (AMACOM;  
August 19, 2015; \$27.95  
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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' success ...

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more--who have established  
the blueprint for  
sustainable success that  
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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 ...

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

Green Giants examines nine companies--including Chipotle, Toyota, Unilever,

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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 ...**

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Packed with eye-opening

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