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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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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 standalone...

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