

Green Giants How Smart Companies Turn Sustainability Into Billion Dollar Businesses

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J.P. Morgan Documentary: How One Man Financed America ~~The New Green Giants - Doc Zone | CBC~~ Friends: Best Moments of Season 1 to Binge at Home | TBS Green Giants How Smart Companies

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.

Green Giants: How Smart Companies Turn Sustainability Into ...

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. ...more.

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Green Giants: How Smart Companies Turn Sustainability into ...

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 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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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 ...

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' success ...

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

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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.

What do Brazil's top beauty brand, America's second-fastest-growing restaurant chain, and the world's third bestselling car have in common? They are shattering the myth that acting sustainably and building a billion-dollar business are mutually exclusive. *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 * A Higher Purpose that ignites the company—when the mission leads, profits follow * Mainstream Appeal with positioning and packaging stripped of the crunchy clichés that alienate the average customer. This new breed of billion-dollar businesses proves it's possible to achieve enormous success while implementing sustainable principles that help consumers live better lives. Ranging from start-ups to business lines incubated within major multinationals, these companies collectively represent over \$60 billion in revenue. What's more—many command wider profit margins and are growing faster than their conventional counterparts. 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.

What do Brazil ' s top beauty brand, America ' s second-fastest-growing restaurant chain, and the world ' s third bestselling car have in common—besides achieving enormous success with revenue in the tens of billions? They are doing it all while holding to their convictions of implementing sustainable principles that help consumers live better lives. But they aren ' t the only ones. *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. Author Freya Williams, an early pioneer of the modern sustainable business movement, discovered six factors responsible for the overwhelming success of these nine socially responsible companies: • The Iconoclastic Leader • Disruptive Innovation • A Higher Purpose • Built In, Not Bolted On • Mainstream Appeal • A New Behavioral Contract Packed with eye-opening research, exclusive interviews, and enlightening examples, *Green Giants* serves as your blueprint for merging wild profitability with social responsibility.

This book 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; a higher purpose that ignites the company - when the mission leads, profits follow. This new breed of billion-dollar businesses proves it's possible to achieve enormous success while implementing sustainable principles that help consumers live better lives. Packed with eye-

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From the Publishers Weekly review: "Two experts from Yale tackle the business wake-up-call du jour—environmental responsibility—from every angle in this thorough, earnest guidebook: pragmatically, passionately, financially and historically. Though "no company the authors know of is on a truly long-term sustainable course," Esty and Winston label the forward-thinking, green-friendly (or at least green-acquainted) companies WaveMakers and set out to assess honestly their path toward environmental responsibility, and its impact on a company's bottom line, customers, suppliers and reputation. Following the evolution of business attitudes toward environmental concerns, Esty and Winston offer a series of fascinating plays by corporations such as Wal-Mart, GE and Chiquita (Banana), the bad guys who made good, and the good guys—watchdogs and industry associations, mostly working behind the scenes. A vast number of topics huddle beneath the umbrella of threats to the earth, and many get a thorough analysis here: from global warming to electronic waste "take-back" legislation to subsidizing sustainable seafood. For the responsible business leader, this volume provides plenty of (organic) food for thought. "

"Implement the green strategies outlined in Dan Esty's and Andrew Winston's bestseller *Green to Gold*" Hard-nosed business advice for gaining competitive advantage through sustainability action in buildings and operations, information technology, product design, sourcing, manufacturing, logistics and transportation, marketing, accounting, and other key business functions Whether you are a climate change skeptic or an environmentalist, sustainability issues cannot be ignored in today's corporate world. With rising energy and natural resource costs, intensified regulations, investor pressures, and a growing demand for environmentally friendly products, sustainability is no longer an option—it's a business imperative. Unlike many green business books, the Playbook skips the environmental ideology and deals exclusively with tools and strategies that have been shown to cut costs, reduce risks, drive revenues, and build brand identity. Builds on Dan Esty and Andrew Winston's prizewinning *Green to Gold*, which has become a business classic and a staple of management training across the world. Shows in detail how each business function or department can achieve an eco-advantage over the competition Offers frameworks, checklists, and action plans applicable to any business – big or small, in manufacturing or services The *Green to Gold Business Playbook* gives you the tools to make green work—and work profitably—for your business.

For too long, marketers of sustainable goods and services have targeted "deep green" consumers to promote their products – and they have little to show for their efforts. In this innovative book, Jacquelyn Ottman shows how the green market has moved beyond such niche marketing, and how marketers will find greater success promoting the inherent superior value of their offerings. Greener products are now available within every industry and are a part of our everyday lives. But they didn't get to be so ubiquitous just because they are better for the planet. Whether they were promoted as such or not, sales of green products have grown so fast because of the added value they provide: health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits – the new rules – is critical to winning over the mainstream consumer and to driving overall organizational growth. The *New Rules of Green Marketing* helps readers understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt this approach in their own organizations. Illustrated by examples from both international mainstream and the more niche "deep green" leaders who are showing everyone else the way, the book provides practical strategies, tools and inspiration for building every aspect of a credible value-based green marketing strategy, including: How to use a proactive approach to sustainability to spur innovation How to frame environment-related benefits with relevance to mainstream brands How to communicate with credibility and impact – and avoid "greenwashing" How to team up with stakeholders to maximize outreach to consumers How to use a life cycle orientation to ensure the integrity of one's offerings How to best take advantage of recent technological advances in social media Drawing on the latest data from leading researchers and reflecting on learnings from Ottman's corporate clients and other pioneers including GE, Nike, HSBC, Method, Starbucks, Timberland, HP, NatureWorks, Philips, Procter & Gamble, Stonyfield Farm and Wal-Mart, this book shows how market leaders are edging out the competition using effective value-first marketing strategies. This book captures the best of the author's previous groundbreaking books on green marketing and takes the content into the 21st century. Whereas earlier works focused on readers who were less familiar with green initiatives, this work squarely focuses on a new generation of marketers who likely themselves grew up with an appreciation of sustainability and who want and need to know how to connect effectively with mainstream consumers.

Increasingly, business leaders are tasked with developing new products, services, and business models that minimize environmental impact while driving economic growth. It's a tall order—and a call that is only getting louder. In *Can Business Save the Earth?*, Michael Lenox and Aaron Chatterji explain just how the private sector can help. Many believe that markets will inevitably demand sustainable practices and force them to emerge. But Lenox and Chatterji see it differently. Based on more than a decade of research and work with companies, they argue that a bright green future is only possible with dramatic innovation across multiple sectors at the same time. To achieve this, a broader ecosystem of players—including inventors, executives, customers, investors, activists, and governments—all must play a role. The book outlines how and the extent to which each group can serve as a driver of green growth. Then, Lenox and Chatterji identify where economic incentives currently exist, or could exist with institutional change, and ultimately address the larger question of how far well-coordinated efforts can take us in addressing the current environmental crisis.

Working Backwards is an insider's breakdown of Amazon's approach to culture, leadership, and best practices from two long-time Amazon executives. Colin started at Amazon in 1998; Bill joined in 1999. In *Working Backwards*, these two long-serving Amazon executives reveal and codify the principles and practices that drive the success of one of the most extraordinary companies the world has ever known. With twenty-seven years of Amazon experience between them, much of it in the early aughts—a period of unmatched innovation that brought products and services including Kindle, Amazon Prime, Amazon Studios, and Amazon Web Services to life—Bryar and Carr offer unprecedented access to the Amazon way as it was refined, articulated, and proven to be repeatable, scalable, and adaptable. With keen analysis and practical steps for applying it at your own company—no matter the size—the authors illuminate how Amazon's fourteen leadership principles inform decision-making at all levels and reveal how the company's culture has been defined by four characteristics: customer obsession, long-term thinking, eagerness to invent, and operational excellence. Bryar and Carr explain the set of ground-level practices that ensure these are translated into action and flow through all aspects of the business. *Working Backwards* is a practical guidebook and a corporate narrative, filled with the authors' in-the-room recollections of what "Being Amazonian" is like and how it has affected their personal and professional lives. They demonstrate that success on Amazon's scale is not achieved by the genius of any single leader, but rather through commitment to and execution of a set of well-defined, rigorously-executed principles and practices—shared here for the very first time.

An expert on business strategy offers a pragmatic take on how businesses of all sizes balance the competing demands of profitability and employment with sustainability. The demands and stresses on companies only grow as executives face a multitude of competing business goals. Their stakeholders are interested in corporate profits, jobs, business growth, and environmental sustainability. In this book, business strategy expert Yossi Sheffi offers a pragmatic take on how businesses of all sizes—from Coca Cola and Siemens to Dr. Bronner's Magical Soaps and Patagonia—navigate these competing goals. Drawing on extensive interviews with more than 250 executives, Sheffi examines the challenges, solutions, and implications of balancing traditional business goals with sustainability. Sheffi, author of the widely read *The Resilient Enterprise*, argues that business executives' personal opinions on environmental sustainability are irrelevant. The business merits of environmental sustainability are based on the fact that even the most ardent climate change skeptics in the C-suite face natural resource costs, public relations problems, regulatory burdens, and a green consumer segment. Sheffi presents three basic business rationales for corporate sustainability efforts: cutting costs, reducing risk, and achieving growth. For companies, sustainability is not a simple case of

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“ profits versus planet ” but is instead a more subtle issue of (some) people versus (other) people—those looking for jobs and inexpensive goods versus others who seek a pristine environment. This book aims to help companies satisfy these conflicting motivations for both economic growth and environmental sustainability.

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