

# Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses



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 cliches 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.

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