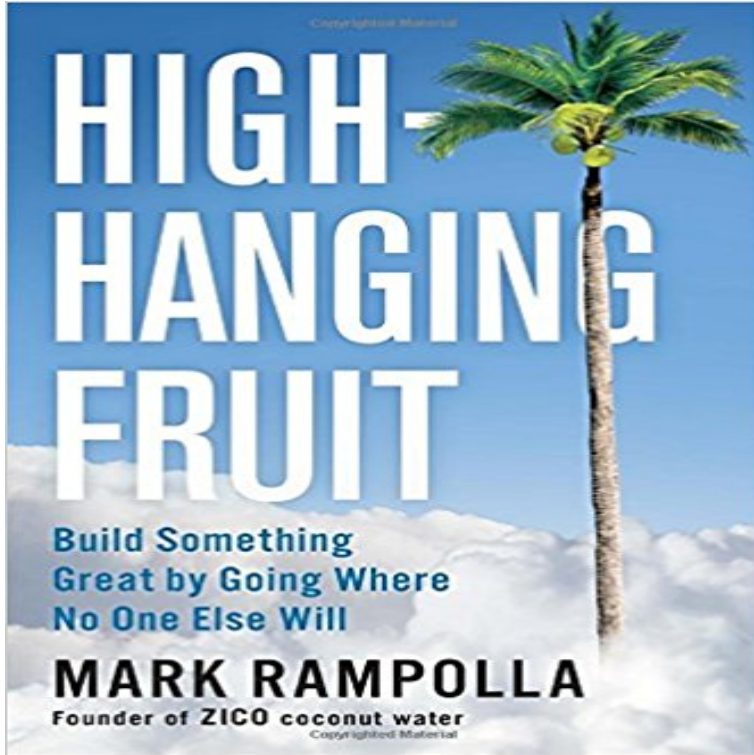


# High-Hanging Fruit: Build Something Great by Going Where No One Else Will



SO OFTEN IN BUSINESS, WE’RE ENCOURAGED TO GO AFTER THE LOW-HANGING FRUIT. BUT WHEN YOU CHOOSE TO REACH HIGHER, YOU CAN BUILD AN INCREDIBLE BUSINESS, MAKE MONEY, AND MAYBE EVEN CHANGE THE WORLD. In 2004, Mark Rampolla had made it. He was making \$300,000 a year, traveling the world with his family, and poised to rise to the top of a Fortune 100 company. There was just one problem: He wasn’t inspired in his job and believed he had something more to offer the world. He started dreaming of start-up ideas. Though many had big profit potential, they all sounded boring and soulless. So he started thinking differently. He stopped obsessing over How much money will this make me? and instead asked, What do I have to offer that will improve the world? Suddenly Rampolla realized that his big idea was hanging right overhead. From his time in the Peace Corps and now living in Central America, he and his family came to love drinking coconut water, just like the locals. But no one was really selling coconut water in the United States. So Rampolla chased a very ambitious goal: introducing coconut water to the American market on the already crowded beverage shelf dominated by a few big players. He wasn’t just starting a business; he was creating a whole new industry. ZICO Coconut Water brought a healthy beverage alternative to American consumers while also helping developing-world

growers and suppliers profit from this resource. Within nine years it was a win-win-win“good for Rampolla, his customers, and the world. So good, in fact, that in 2013 The Coca-Cola Company purchased ZICO and is in the process of scaling the brand around the globe. Rampolla wrote High-Hanging Fruit for others who want to succeed because of, not in spite of, their values. This book is for people who believe that it’s their duty to reach higher than just the bottom line to build businesses driven by passion, purpose, and integrity. Above all, it’s a call to arms for a new generation of entrepreneurs who want to disrupt the old model and do good by doing business.

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