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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. ...

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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" Billion-dollar businesses committed to sustainability, social conscience, shareholders and profit are known as Green Giants. These companies include Unilever, Whole Foods Market, Natura, Chipotle and Tesla, with IKEA, GE, Nike and Toyota rounding out the group with billion-dollar product lines or divisions.

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Buy Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses Special ed. by Williams (ISBN: 9780814436134) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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

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 ...

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Green Giants (Audiobook) by E. Freya Williams | Audible.com

The Minnesota Valley Canning Company was founded in 1903 in Le Sueur, Minnesota.It used the brand name "Le Sueur Z" for canned vegetables starting in 1903; "Le Sueur" by itself was first used in 1933. The brand "Green Giant Great Big Tender Peas" was first used in 1925, and the figure of a giant was introduced three years later by Carly Stanek (Bingum).

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