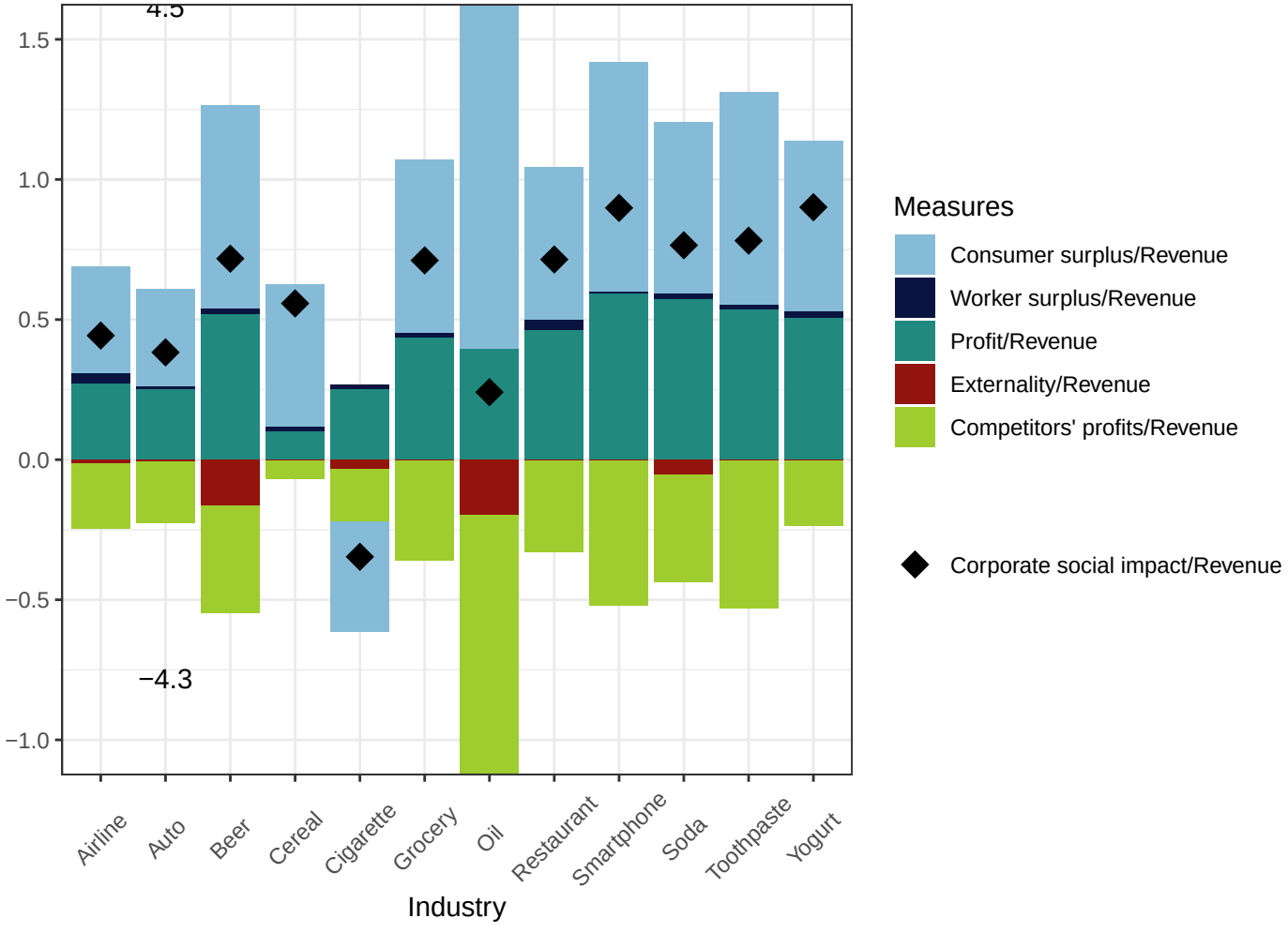
4.5
−4.3
1.5
1.0
0.5
0.0
−0.5
−1.0
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt
Industry
Measures
Consumer surplus/Revenue
Worker surplus/Revenue
Profit/Revenue
Externality/Revenue
Competitors' profits/Revenue
Corporate social impact/Revenue