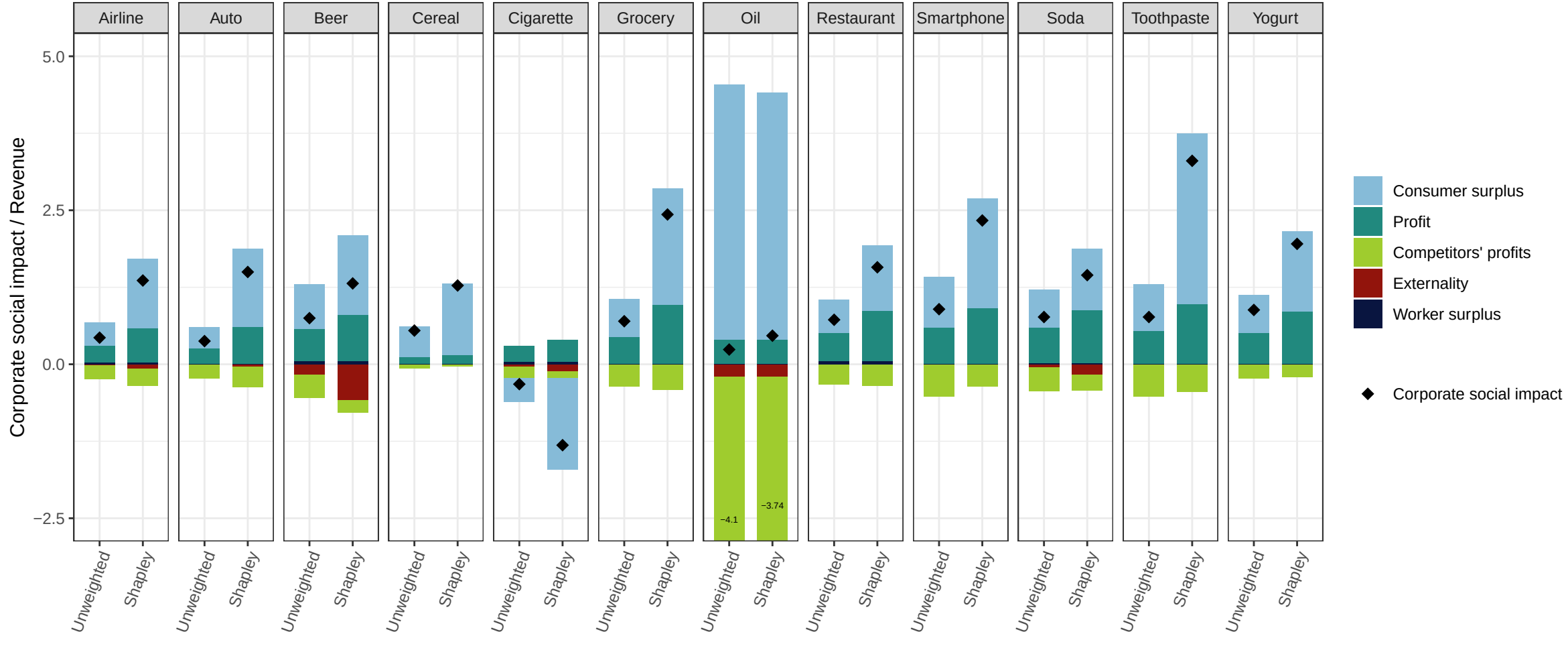
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt
Corporate social impact / Revenue
5.0
2.5
0.0
−2.5
−4.1
−3.74
Unweighted
Shapley
Consumer surplus
Profit
Competitors' profits
Externality
Worker surplus
Corporate social impact