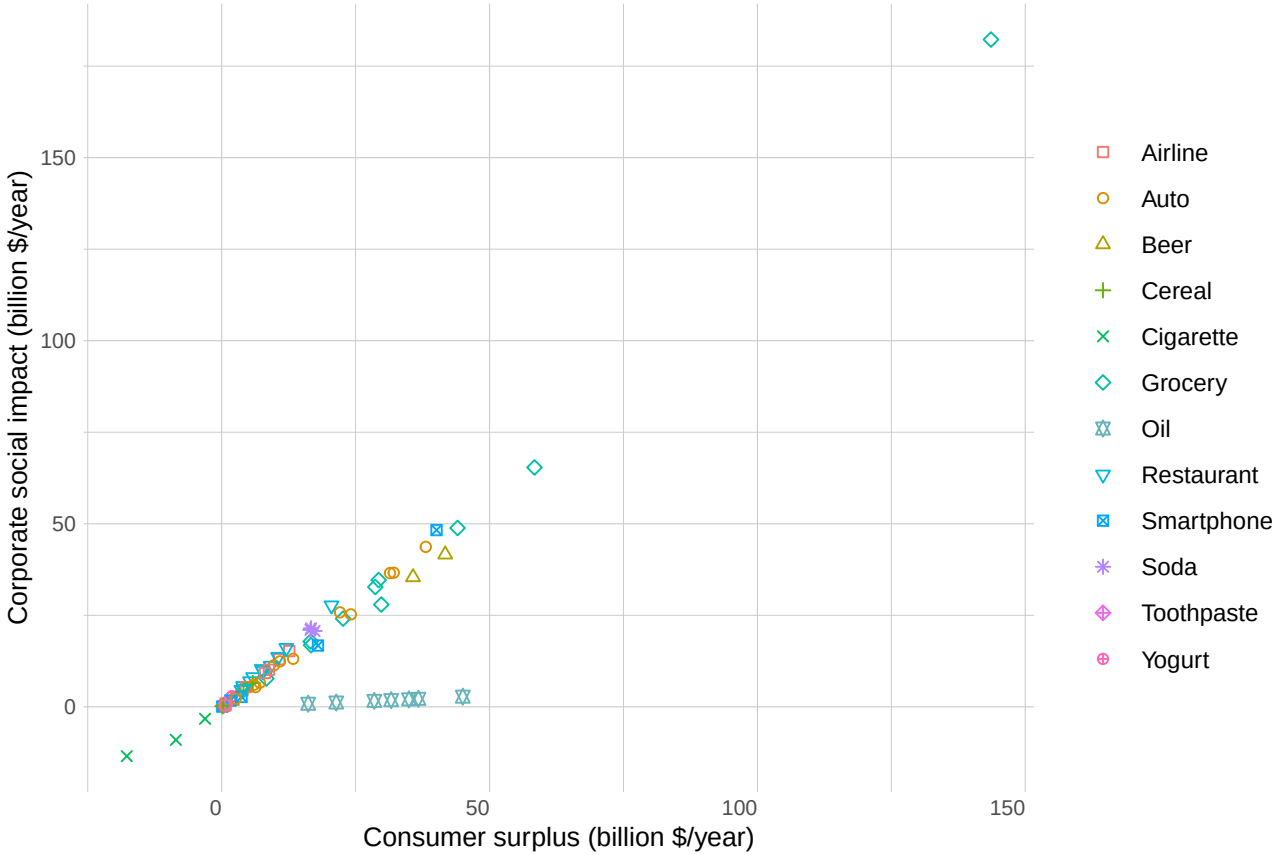
Corporate social impact (billion $/year)
150
100
50
0
0
50
100
150
Consumer surplus (billion $/year)
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt