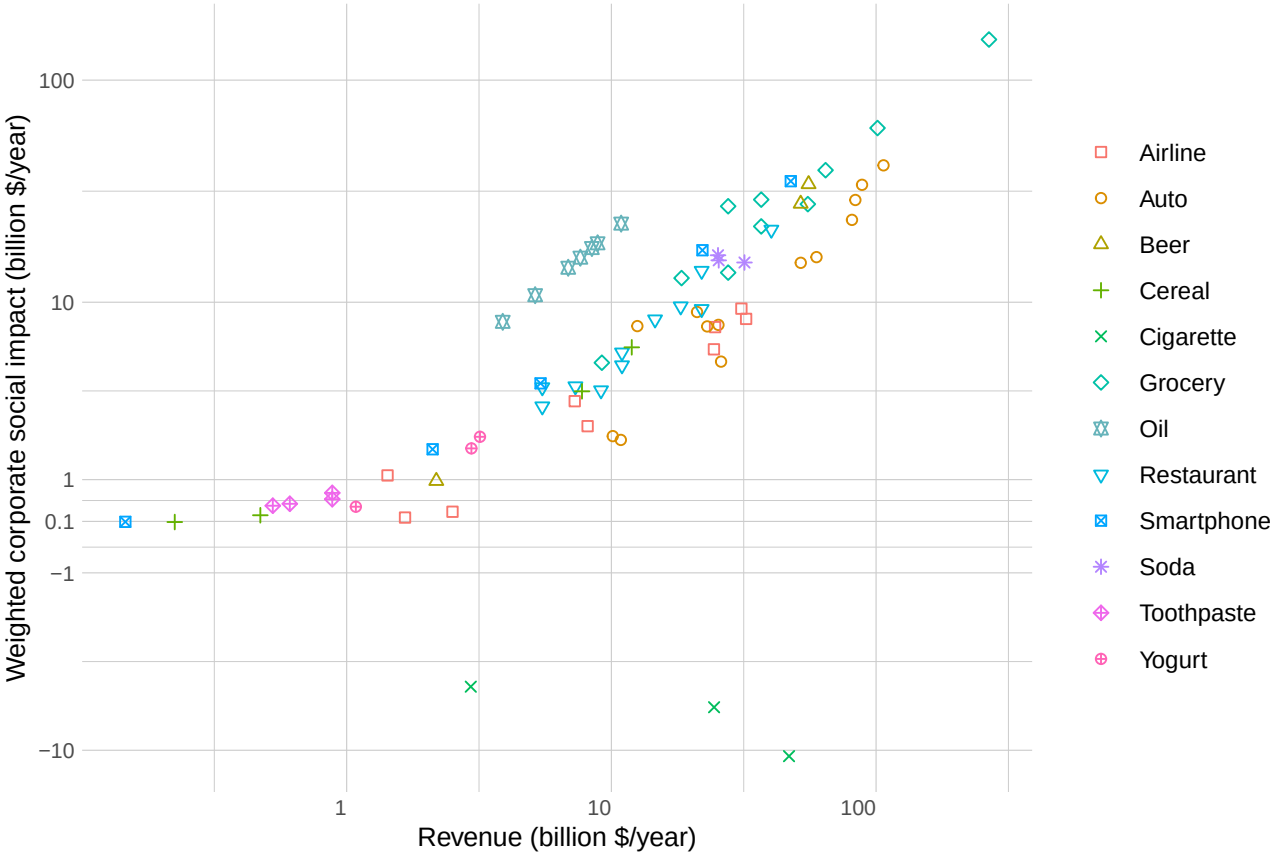
Weighted corporate social impact (billion $/year)
100
10
1
0.1
−1
−10
1
10
100
Revenue (billion $/year)
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt