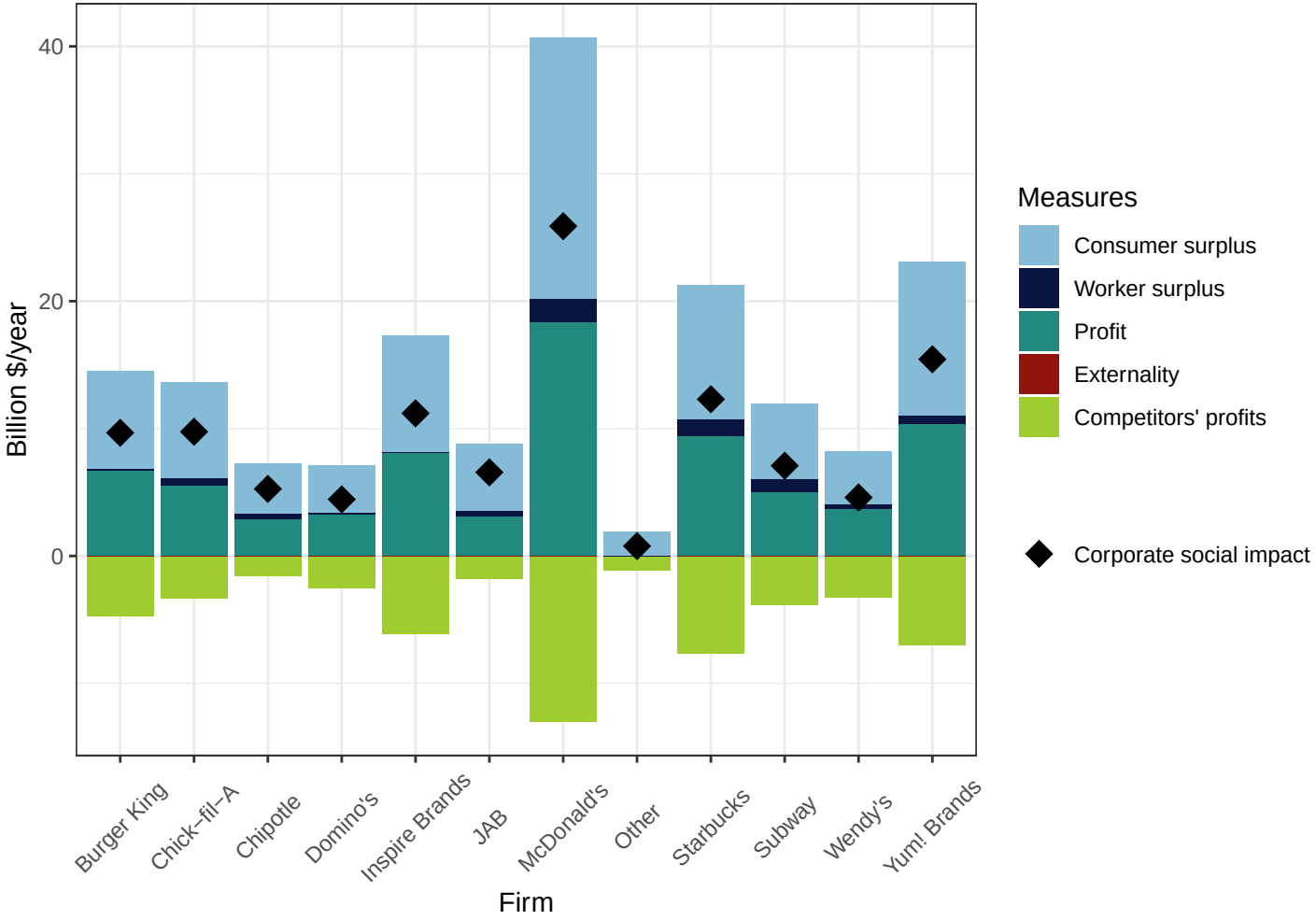
40
20
0
Billion $/year
Burger King
Chick−fil−A
Chipotle
Domino's
Inspire Brands
JAB
McDonald's
Other
Starbucks
Subway
Wendy's
Yum! Brands
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact