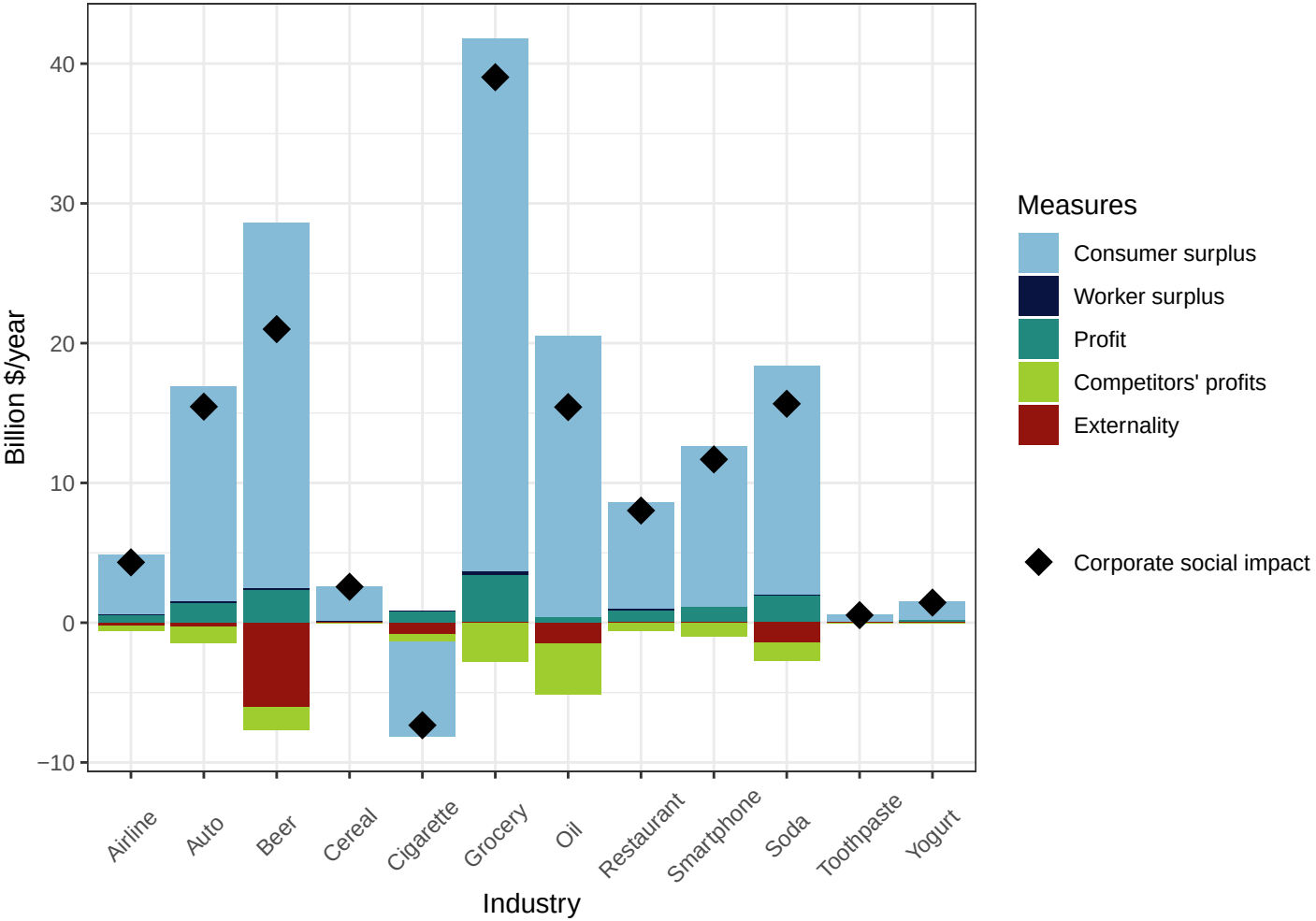
Billion $/year
40
30
20
10
0
−10
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt
Industry
Measures
Consumer surplus
Worker surplus
Profit
Competitors' profits
Externality
Corporate social impact