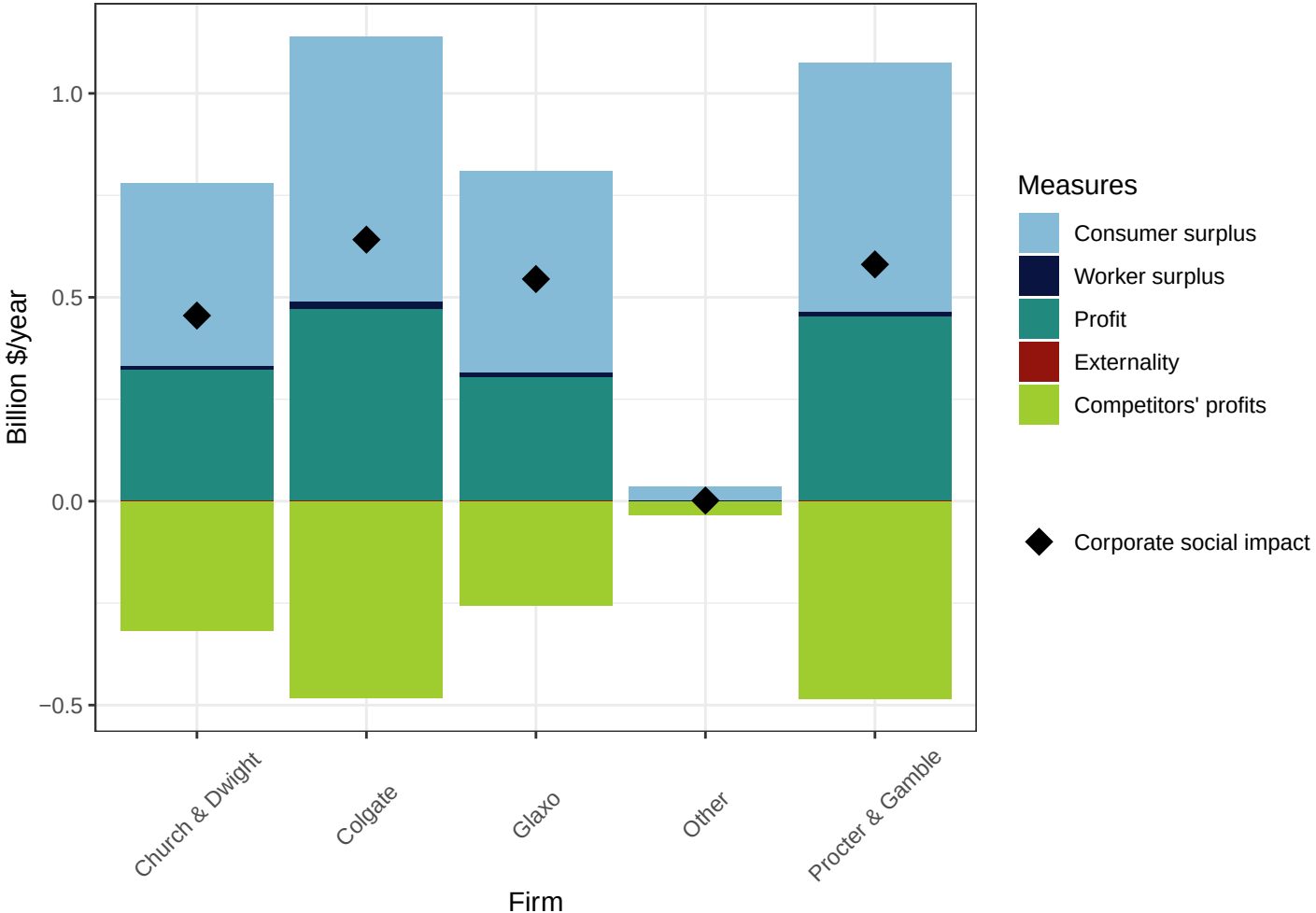
Billion $/year
1.0
0.5
0.0
−0.5
Church & Dwight
Colgate
Glaxo
Other
Procter & Gamble
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact