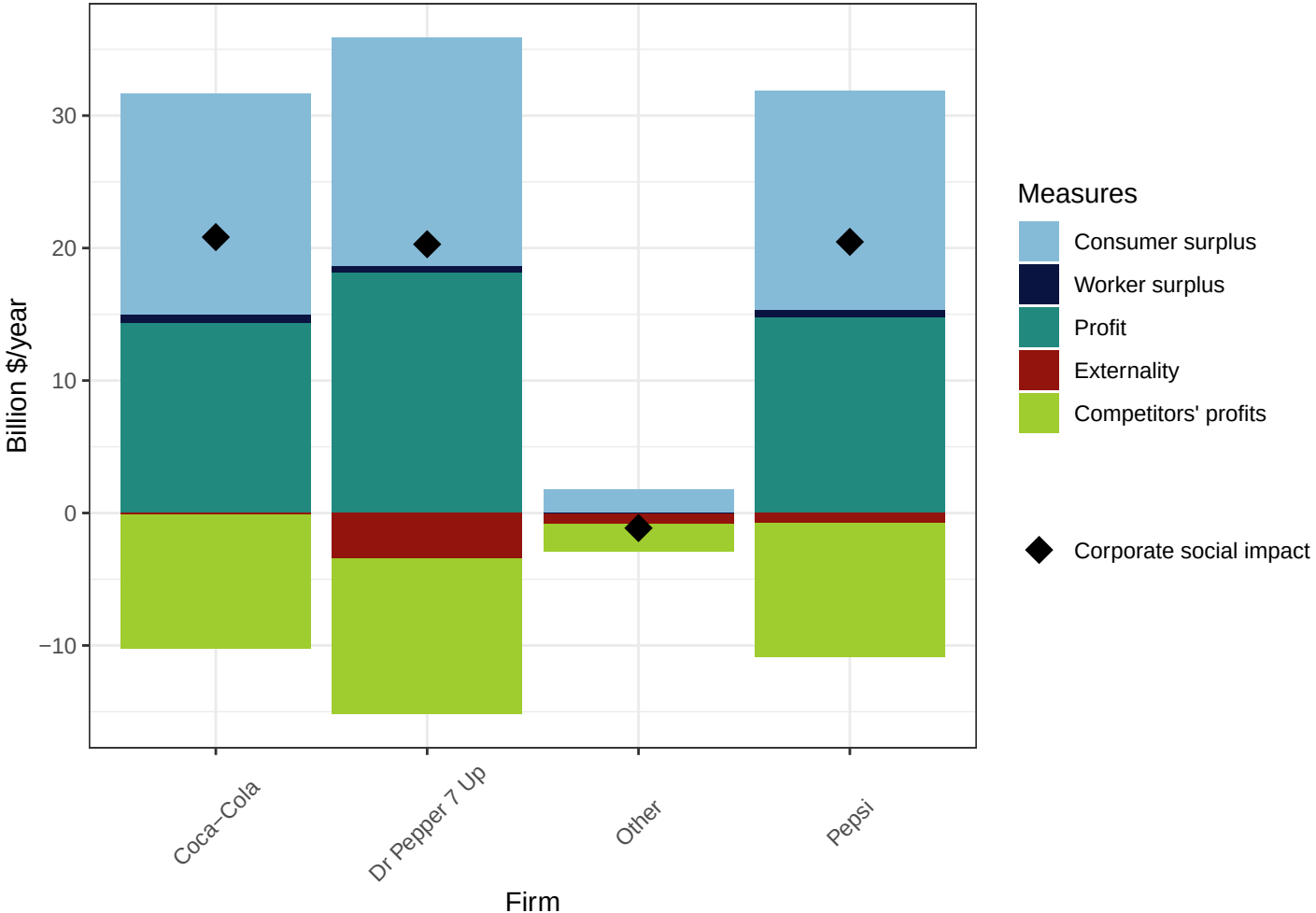
Billion $/year
30
20
10
0
−10
Coca−Cola
Dr Pepper 7 Up
Other
Pepsi
Firm
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact