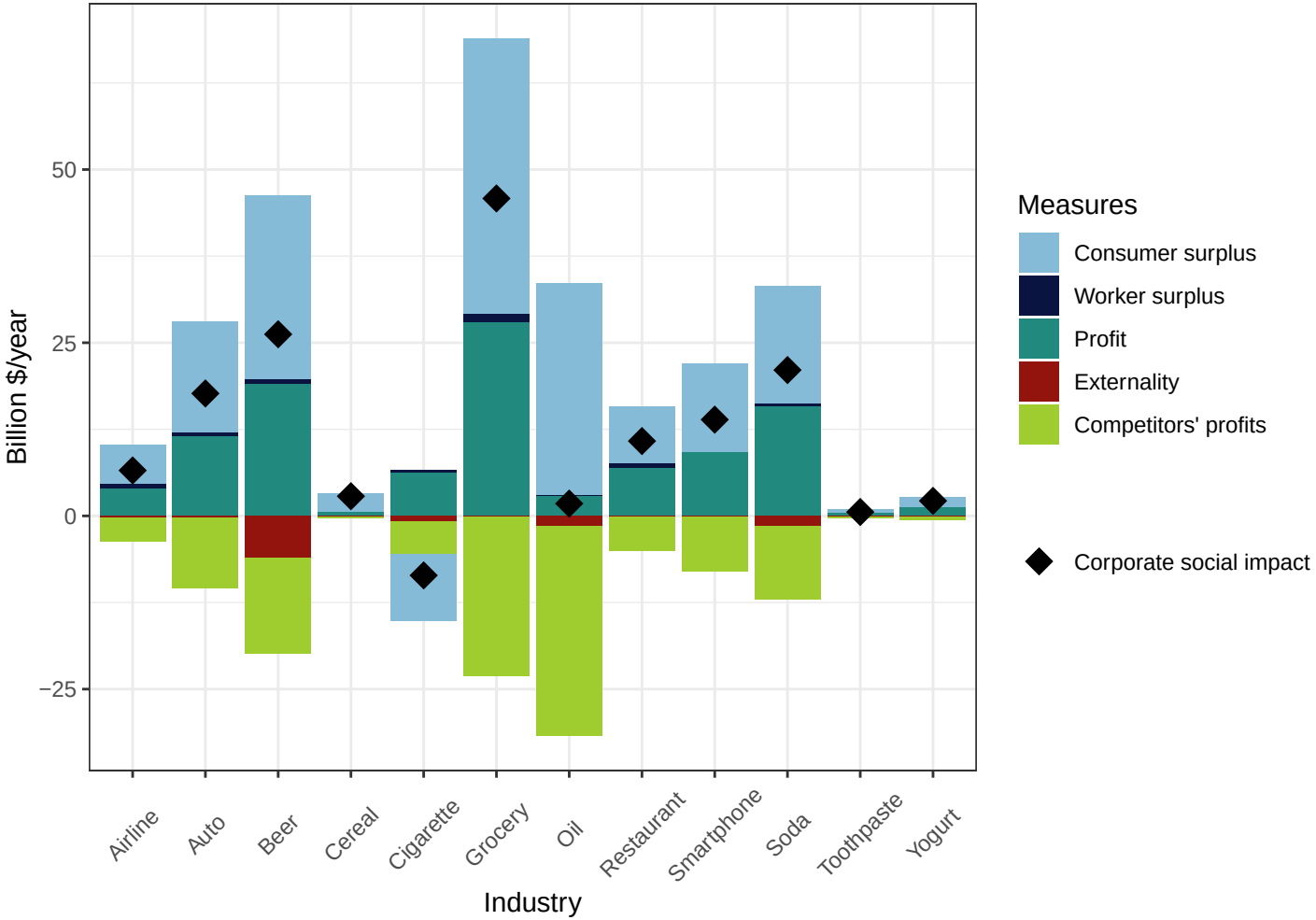
Billion $/year
50
25
0
−25
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt
Industry
Measures
Consumer surplus
Worker surplus
Profit
Externality
Competitors' profits
Corporate social impact