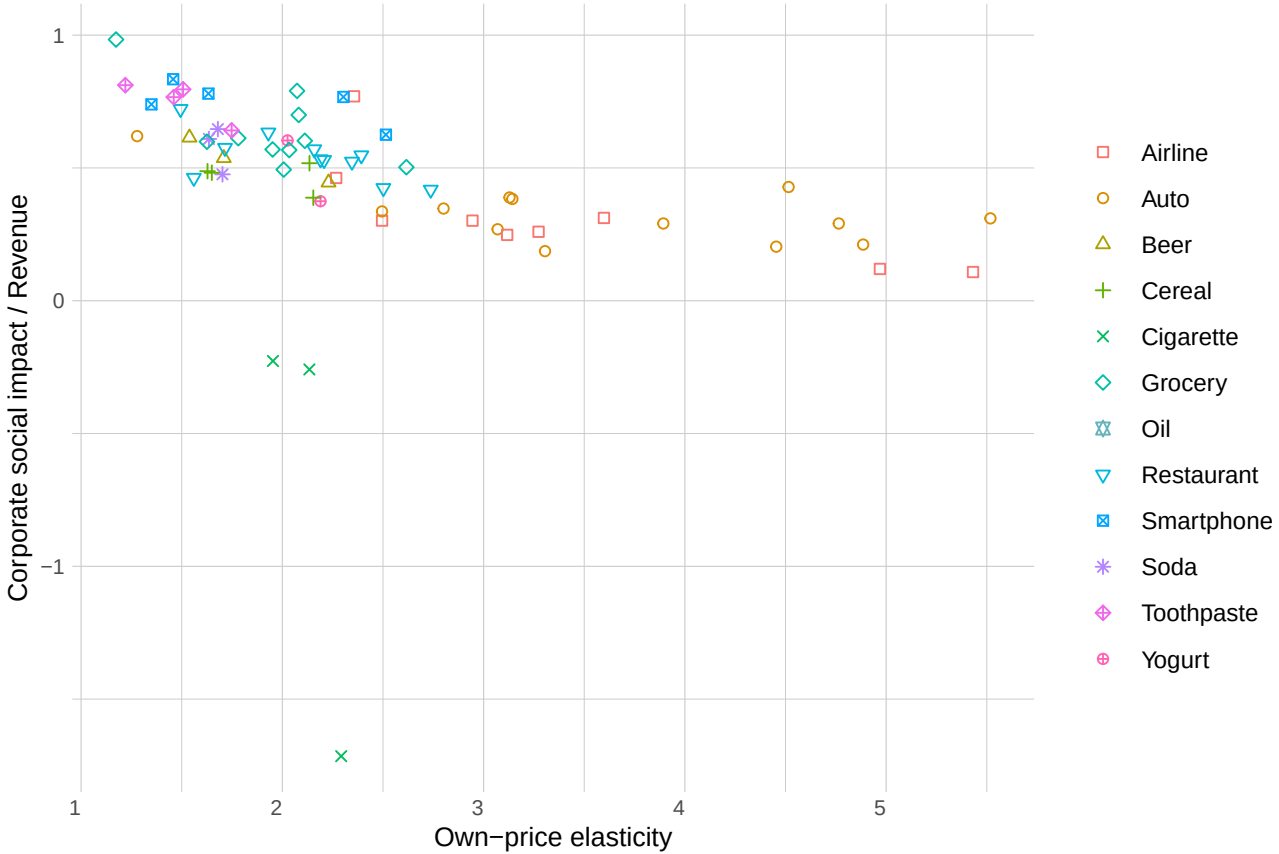
Corporate social impact / Revenue
1
0
−1
1
2
3
4
5
Own−price elasticity
Airline
Auto
Beer
Cereal
Cigarette
Grocery
Oil
Restaurant
Smartphone
Soda
Toothpaste
Yogurt