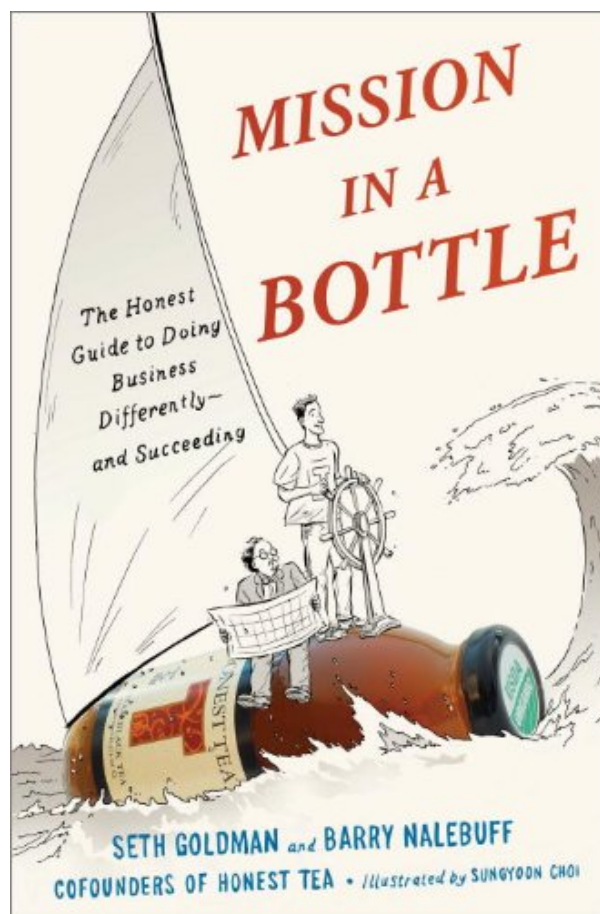
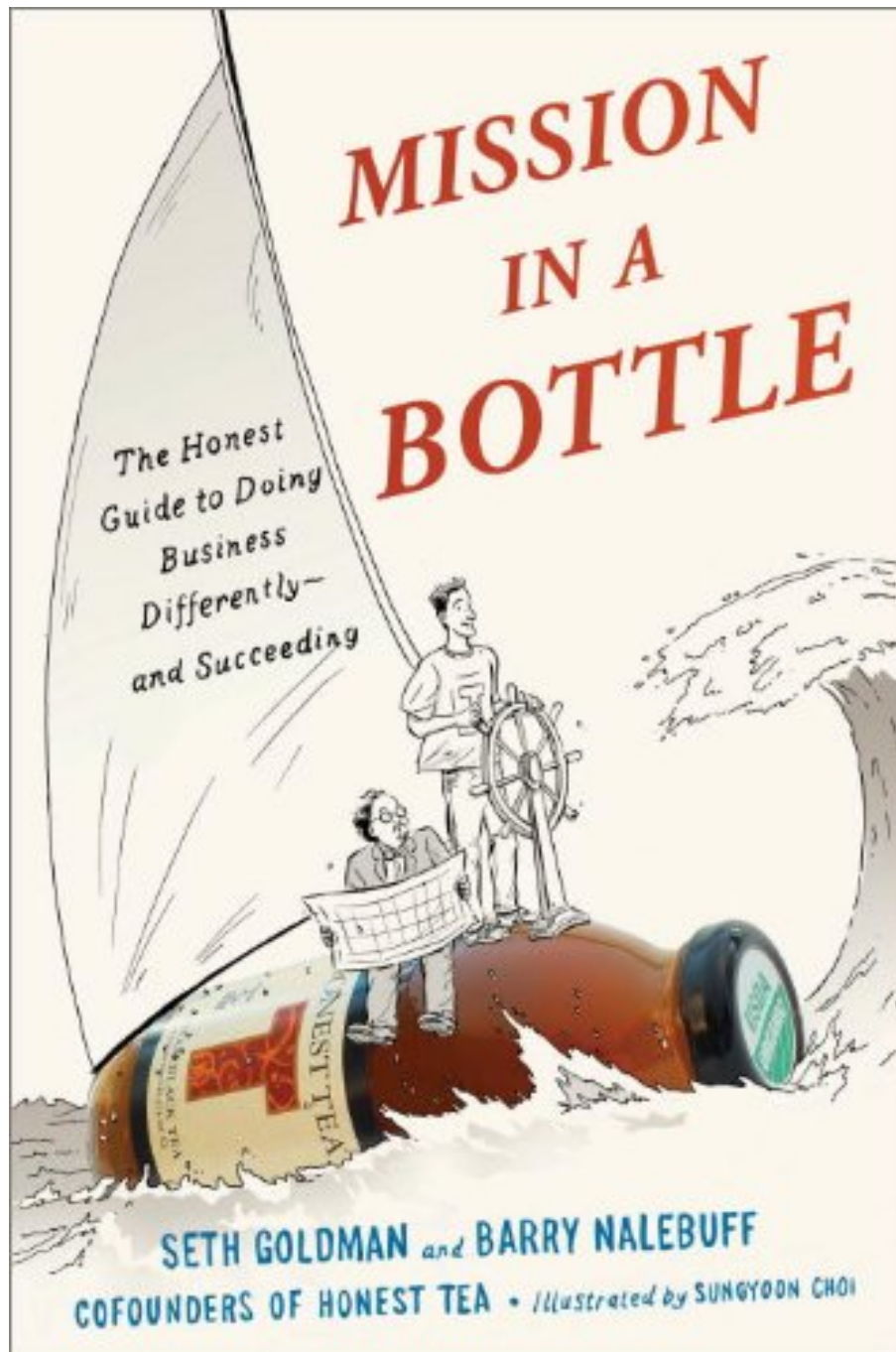


**MISSION IN A BOTTLE: THE HONEST  
GUIDE TO DOING BUSINESS  
DIFFERENTLY--AND SUCCEEDING BY  
SETH GOLDMAN, BARRY NALEBUFF**



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## From Booklist

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In an incredibly fun and accessible two-color graphic-book format, the cofounders of Honest Tea tell the engaging story of how they created and built a mission-driven business, offering a wealth of insights and advice to entrepreneurs, would-be entrepreneurs, and millions of Honest Tea drinkers about the challenges and hurdles of creating a successful business--and the importance of perseverance and creative problem-solving.

Seth Goldman and Barry Nalebuff began Honest Tea fifteen years ago with little more than a tea leaf of an idea and a passion to offer organic, freshly brewed, lightly sweetened bottled tea. Today Honest Tea is a rapidly expanding national brand sold in more than 100,000 grocery stores, restaurants, convenience stores and drugstores across the country. The brand has flourished as American consumers move toward healthier and greener lifestyles.

- Sales Rank: #269214 in Books
- Published on: 2013-09-03
- Released on: 2013-09-03
- Original language: English
- Number of items: 1
- Dimensions: 9.40" h x .96" w x 6.42" l, 1.41 pounds
- Binding: Hardcover
- 288 pages

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#### Most helpful customer reviews

10 of 11 people found the following review helpful.

Amazing Story Done In An Entertaining Way

By Alex B.

This book tells an amazing and seemingly unknown story of how Honest Tea came to be on of the premier cold tea new age beverages on the market. From a consumer standpoint, it's fascinating to see how this product got on the shelf and became a sensation. From an ENTREPRENEURIAL standpoint, it is even more

intriguing and inspiring.

It walks you through with beautiful illustrations of all the conversations, creative brainstorming, essential events and meetings, and even a near death experience that leads to the eventual success of Honest Tea. Truly inspiring and also gives a person insight into starting a business, and bringing a product to market. Definitely a quick read and very unique in its approach to telling a great story.

7 of 7 people found the following review helpful.

Best business book I've found for one big reason...

By Chris

As a serial entrepreneur, I've been trying to encourage my son to learn a little more about business and what we do - to little avail. Within minutes of opening my package, my 15 year old son (who I admit does not like to read, much prefers his Xbox) asked if he could see the book when he saw the format over my shoulder. A few minutes later he was curled up reading it. A business book that could actually be interesting to a teenager? On his own initiative? Congrats, Seth and Barry, for writing a great story!

4 of 4 people found the following review helpful.

Great Business Read (If Your Kids Don't Steal It)

By Jesse Lahey

One of my favorite topics is how business can be a force for good in our world. This is an amazing story of a startup business in what some would have called an over-saturated market ... bottled ice tea. Honest Tea took on Snapple and other big players because they had a vision that would make a difference in people's lives. Fast forward 10 years later, they were bought by Coke but kept pursuing that mission, and now 3 years later they are still living out their original mission despite being owned by a mega-corporation. This is the story of how Barry Nalebuff, Seth Goldman, and the team at Honest Tea have succeeded in leading a for-profit business as a vehicle for change ... and the many lessons they learned along the way.

Barry and Seth wanted to make a difference in the world. Barry was in the education sector; his partner Seth started out in the nonprofit and government sectors. They discovered that business can be an even more powerful tool for change. Of course, if the business doesn't thrive, you won't have any impact.

I was skeptical of the comic-style format ... would this be a serious business book that I could learn from? From the first few pages, I knew the answer was YES. The comic format made the book a fast, engaging read, but I still got a ton of practical, inspiring information from the book.

I should say it WOULD have been a fast read if my kids hadn't kept "borrowing" it from me before I had a chance to finish it. The comic format appealed to them and has been a great way to introduce key business and economic principles. I later asked my 13-year-old son to explain "marginal utility" (a concept I didn't learn until microeconomics class in college), and he still remembered it!

This is a book entrepreneurs should read before launching their business. This is a book current business leaders should read to take their business to the next level. And it's a book that parents should buy for their kids to help them learn life-long principles about business, economics, and living a purpose. Most of all, it's a book everyone should read to be reminded about the opportunity of for-profit businesses to change lives and communities for the better.

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