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Mission in a Bottle : NPR  
Even the tense moments of Mission in a Bottle, like the time when a guy thought he found a

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piece of a male body part in one of the brands that they were renting their bottling facility out to, just didn't translate in a meaningful way to a cartoon format. Overall, I enjoyed the business story and found it inspiring.

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Mission in a Bottle: The Honest Guide to Doing Business ...

KeenDog and Mission K9, an organization dedicated to rescuing, reuniting, re-homing and rehabilitating retired working dogs, created Mission in a Bottle

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to support former service dogs by giving them the retirement they deserve. "It's a hidden secret that working dogs, especially in other countries, often end up homeless, on the streets or euthanized once their service ends," said Katrina Kensington, Co-Owner of

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Mission in a Bottle is a  
courageous, engaging, and frank  
story around his inspiring  
example of social

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entrepreneurship. I read it in one sitting." —Wayne Silby, Founding Chair, Calvert Funds

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They had certain advantages, however, having met at the Yale School of Management, where Nalebuff is a professor. The mission-driven nature of the company set it apart from others, although its recent purchase by Coca-Cola may cast a shadow on

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Goldman and Nalebuff's early struggle to help their product succeed as a low-sugar alternative.

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In an incredibly fun and  
accessible two-color graphic-book

*Page 34/83*

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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

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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

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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.

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The brand has flourished as American consumers move toward healthier and greener lifestyles.

You keep track of all my sorrows.  
You have collected all my tears in  
your bottle. You have recorded

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each one in your book. Psalm 56:8 NLT Whatever you are going through as you read this, you need to hear these words: God sees you, He loves you, and your story is not over. Every tear you shed is precious to Him. Your suffering is not in vain. This

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Collection of heartfelt essays, eye-catching word art, inspiring Scripture verses, honest prayers, and uplifting photography will meet you in your place of pain, offering solace and refuge for your weary soul. Lovingly written by Lindsey Wheeler, a pastor's



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wife and adoptive mom who lives with chronic pain, Sacred Tears will bring you the blessed respite you've been longing for and remind you that you are never alone. You'll discover what to do when you feel far from God, how to trust Him even when you don't

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Understanding His plan for you, and how to handle the difficult decisions that often accompany painful situations. All this and more await inside. Experience the hope and comfort only God can provide.

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In this New York Times bestseller, a single mother sets out to find the North Carolina man who sent a message meant for someone else . . . and the journey may change her life forever. Divorced and disillusioned about relationships, Theresa Osborne is

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Jogging when she finds a bottle on the beach. Inside is a letter of love and longing to "Catherine," signed simply "Garrett."

Challenged by the mystery and pulled by emotions she doesn't fully understand, Theresa begins a search for this man that will

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change her life. What happens to her is unexpected, perhaps miraculous-an encounter that embraces all our hopes for finding someone special, for having a love that is timeless and everlasting.... Nicholas Sparks exquisitely chronicles the human

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heart. In his first bestselling novel, *The Notebook*, he created a testament to romantic love that touched readers around the world. Now in this New York Times bestseller, he renews our faith in destiny, in the ability of lovers to find each other no

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Approved by the FDA in 2005 as the first drug with a race-specific indication on its label, BiDil was touted as a pathbreaking therapy to treat heart failure in black patients. Kahn reveals that, at the

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most basic level, BiDiI became racial through legal maneuvering and commercial pressure as much as through medical understandings of how the drug worked. He examines the legal and calls for a more reasoned approach to using race in



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Fully Alive tells the story of an astoundingly successful young entrepreneur's immersion in Amazonian indigenous spirituality, its life-changing impact on him, and how he

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integrated the lessons he learned to build a successful, socially responsible company, live a purposeful life, and make a difference in the world. Building a start-up is like being thrust into the middle of the Amazon rainforest: living every day on the

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edge of your comfort zone, vulnerable to the unexpected challenges constantly being thrown your way, and constantly shifting to meet daily demands and do everything and anything you can to survive, let alone thrive. Vulnerable, raw, and

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deeply transparent, Fully Alive reveals powerful tools and lessons that can teach all of us how to grow toward and beyond our personal edges, no matter our circumstances. Tyler Gage shares his spiritual adventures and the business savvy that helped him

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create RUNA, a pioneering organization that weaves together the seemingly divergent worlds of Amazonian traditions and modern business, demonstrating how we can dig deeper to bring greater meaning and purpose to our personal and professional

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pursuits. From suburban youth to immersion in the Amazon to entrepreneurial success, Tyler's journey clearly shows that passion and opportunity can be found in the most unexpected places. Captivated by a rare Amazonian tea leaf called

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guayusa that had never been commercially produced, Tyler started RUNA to partner with the indigenous people of Ecuador to share its energy and its message with the world. Using the spiritual teachings, lessons, and healing traditions of the Amazon as his

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guide, Tyler built RUNA from a scrappy start-up into a thriving, multimillion-dollar company that has become one of the fastest-growing beverage companies in the United States. With the help of investors such as Channing Tatum, Leonardo DiCaprio, and



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Olivia Wilde, RUNA has created a sustainable source of income for more than 3,000 farming families in Ecuador who sustainably grow guayusa in the rainforest.

Simultaneously, RUNA has built a rapidly scaling nonprofit organization that is working to

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create a new future for trade in the Amazon based on respectful exchange and healing, not exploitation and greed. Practical tools and lessons are woven throughout the story of Gage's successes and failures, offering guidance on how to relate to

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obstacles as teachers and how to accomplish our personal and professional goals in the often uncertain circumstances we find ourselves in.

The amazing story of what Inc. magazine called “the coolest little

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startup in America." Tom Szaky dropped out of Princeton a decade ago to found TerraCycle, a company that makes the nonrecyclable recyclable.

TerraCycle is now at the forefront of the eco-capitalist movement, partnering with more than 35

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million people in twenty countries in the collection of waste and transforming that waste into useful products. Creating trash cans from chip bags and plastic benches from cigarette butts, TerraCycle has redefined recycling. Revolution in a Bottle is

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a rollicking tale of entrepreneurial adventure and an essential guide to creating a company that's good for people, good for profits, and good for the planet. Since Revolution in a Bottle was first published in 2009, TerraCycle has grown dramatically from a small

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company offering worm poop in a soda bottle to a pioneer of recycling worldwide. This completely revised and expanded edition continues the story of this incredible company.

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An inspiring personal story of redemption, second chances, and the transformative power within us all, from the founder and CEO of the nonprofit charity: water. At 28 years old, Scott Harrison had it all. A top nightclub promoter in New York City, his life was an



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endless cycle of drugs, booze, models—repeat. But 10 years in, desperately unhappy and morally bankrupt, he asked himself, "What would the exact opposite of my life look like?" Walking away from everything, Harrison spent the next 16 months on a

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hospital ship in West Africa and discovered his true calling. In 2006, with no money and less than no experience, Harrison founded charity: water. Today, his organization has raised over \$400 million to bring clean drinking water to more than 10 million

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people around the globe. In Thirst, Harrison recounts the twists and turns that built charity: water into one of the most trusted and admired nonprofits in the world. Renowned for its 100% donation model, bold storytelling, imaginative branding, and radical

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commitment to transparency, charity: water has disrupted how social entrepreneurs work while inspiring millions of people to join its mission of bringing clean water to everyone on the planet within our lifetime. In the tradition of such bestselling books as Shoe

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Dog and Mountains Beyond Mountains, Thirst is a riveting account of how to build a better charity, a better business, a better life—and a gritty tale that proves it's never too late to make a change. 100% of the author's net proceeds from Thirst will go to

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fund charity, water projects around the world.

Why Not? is a primer for fresh thinking, for problem-solving with a purpose, for bringing the world a few steps closer to the way it should be. Idealistic? Yes.

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Unrealistic? According to Why Not? authors Barry Nalebuff and Ian Ayres, no. Illustrated with examples from every aspect of life, Why Not? offers techniques which will help you take the things we all see, every day, and think about them in a new way.

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Great ideas are waiting. Why not be the one to discover them?  
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The contour Coca-Cola bottle is the most recognized package created by man. It has been called an international icon and one of the most significant



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artifacts of the twentieth century.

Of everything that has been written about The Coca-Cola Company, the one error of omission has been the complete and accurate story about the creation of its famous contour bottle and the impact it has made

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in the world. Knowing his entire life that it was his father, Earl R. Dean, who designed the bottle, it became the author's mission to get the story told before the truth was forever lost-to set the record straight-not only for his father and his descendants, but for the

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millions of people all over the world who have enjoyed a romance with his bottle.

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on a global scale—The Jungle for pharmaceuticals. Many have hailed the widespread use of generic drugs as one of the most important public-health developments of the twenty-first century. Today, almost 90 percent of our pharmaceutical

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market is comprised of generics, the majority of which are manufactured overseas. We have been reassured by our doctors, our pharmacists and our regulators that generic drugs are identical to their brand-name counterparts, just less expensive.

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But is this really true? Katherine Eban's *Bottle of Lies* exposes the deceit behind generic-drug manufacturing—and the attendant risks for global health. Drawing on exclusive accounts from whistleblowers and regulators, as well as thousands

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of pages of confidential FDA documents, Eban reveals an industry where fraud is rampant, companies routinely falsify data, and executives circumvent almost every principle of safe manufacturing to minimize cost and maximize profit, confident in



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their ability to fool inspectors. Meanwhile, patients unwittingly consume medicine with unpredictable and dangerous effects. The story of generic drugs is truly global. It connects middle America to China, India, sub-Saharan Africa and Brazil, and

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