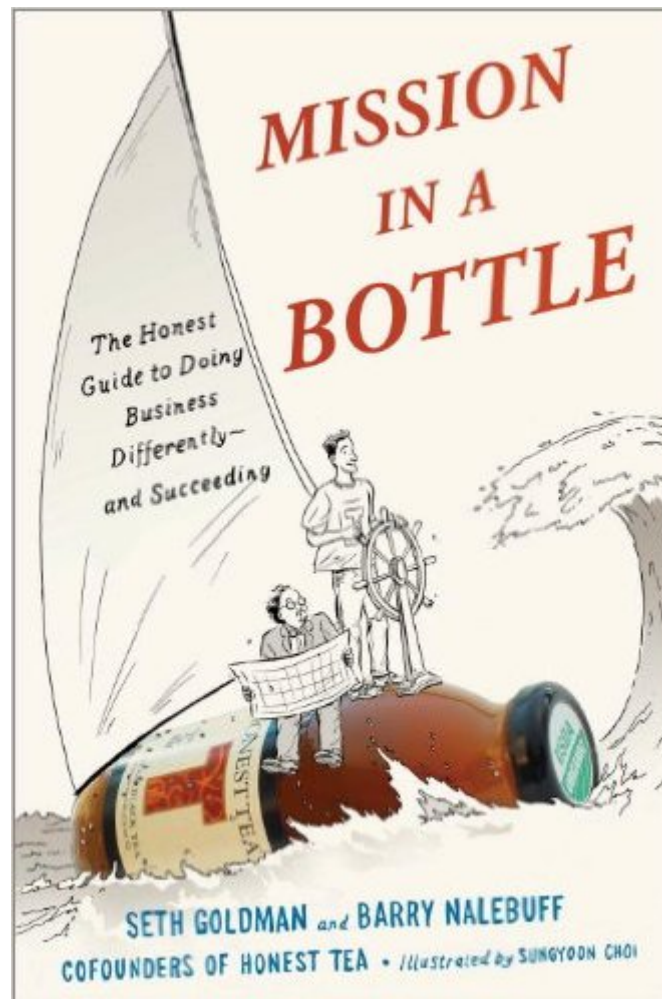


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# Mission In A Bottle: The Honest Guide To Doing Business Differently--and Succeeding



## Synopsis

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.

## Book Information

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## Customer Reviews

At first I thought that I would be irritated by the 'graphic novel' style, but I think it works very effectively, especially to get over some pretty subtle points. I very much liked the graphic means of storytelling. Storytelling makes an emotional appeal to grab the reader and Mission in a Bottle does that even more effectively than would have been the case had Seth and Barry used a classic business book approach. I particularly enjoyed the way they described the turning down of the offer from Nestlé and the acceptance of the one from Coke. It displayed the company's strategy in a way that is not 'fluff', the term of disapprobation used by Richard Rumelt (Good Strategy Bad

Strategy: The Difference and Why It Matters) for so many weak strategy statements. Entrepreneurship students (I teach both entrepreneurship and strategy on an MBA program) would do well to read this book very carefully, as much for what the authors do not say about the entrepreneurial adventure. I told Barry that I was likely to use the book as a set text on my course next year. So I must have liked it a lot. There are so many theories of entrepreneurship and for every one there are examples of its disproof, While I do make some general statements about what works, each case is different. That's what makes Mission in a Bottle so appealing, because the reader can draw on very specific case material, and realize that, for example, the issues in soft drink distribution do not apply in other sectors, but the 'moral' of the story can still be drawn.

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!

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