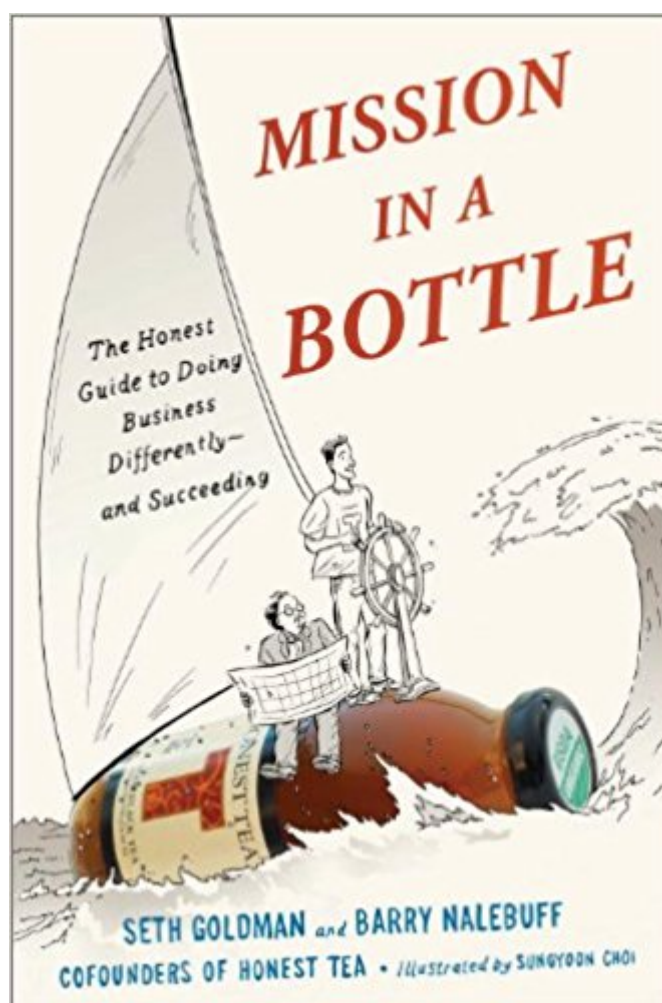


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# Mission In A Bottle: The Honest Guide To Doing Business Differently--and Succeeding



## 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

Nalebuff and his former student, Goldman, founded Honest Tea—a beverage company offering organic, freshly brewed, lightly sweetened bottled tea—which survived and succeeded to become an independent unit of Coca-Cola. Their aim was to establish a brand that would capitalize on the movement in the U.S. toward healthier, greener lifestyles—a mission-driven business in a highly competitive industry. The story is told in three parts, Start-Up, Growing Pains, and A Brand Emerges, with a thought-provoking set of Lessons Learned after each section. The book is rich in tips and instructions using an engaging graphic-novel format for

generations of comic-book enthusiasts among entrepreneurs, would-be entrepreneurs, and customers. This is detailed advice stemming from the authors' 15-year adventure, during which their setbacks could have brought down a similarly situated company. Goldman and Nalebuff explain how we survived our mistakes and bad luck to still be around when the good fortune arose. A timely book for a wide range of library patrons. --Mary Whaley

"Stories of American business start-ups are a dime a dozen, which makes margins on them very thin. This might be why this graphic book about Honest Tea from its co-founders Seth Goldman and Barry Nalebuff feels like their products are a little unsweetened and, well,

honest. - Financial Times "Seth and Barry have translated the wild, often lonely entrepreneurial adventure into a delightfully candid and accessible read for anyone interested in starting or growing a business. Like their beautiful drinks, this book is refreshingly honest.

•Gary Hirshberg, Co-founder and Chairman, Stonyfield

Farm "If you run a business, work for a business, want to know how business works, or are thinking of starting a business, READ THIS BOOK! It's a great story, and the good guys win.

•Andrew Tobias, The Only Investment Guide You'll Ever Need "The honest voices of Seth and Barry coupled with the humanity of each scene drew me in and made it easy to read this brilliant business book disguised as a comic. A must-read for budding or well-rooted entrepreneurs or really anyone interested in what happens behind the scenes at a start-up. I loved it!"

•Shazi Visram, Founder and CEO of Happy Family "When Seth left Calvert to launch Honest Tea, I was puzzled how a bottled tea venture could be so meaningful. Now I know. Mission in a Bottle is a courageous, engaging, and frank story around his inspiring example of social entrepreneurship. I read it in one sitting."

•Wayne Silby, Founding Chair, Calvert Funds "Seth and Barry have crafted a rich and compelling story and told it with the perfect blend of inspiration and humility. For anybody who has started a business and especially those considering an entrepreneurial path MISSION IN A BOTTLE is a must-read.

•Daniel Pink, author of To Sell is Human and Drive An utterly engrossing story of the frustrations and ecstasies involved in transforming a simple idea into a hugely successful business. Anyone who has ever been curious about the inner-workings of a start-up will find this intimate account both refreshing and--need it be said?--honest.- Joshua Foer, author of Moonwalking with Einstein

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. I wish I had read Mission in a Bottle before I wrote my ebook, *Telling StartUp Stories: Keep the End in Mind*, since Mission in a Bottle is one of the best examples of startup storytelling I have ever encountered.

Very enlightening. I found myself empathizing with the authors, appreciating their efforts and their mission to change the world through a small drink business. Proving that consumers care about quality. While reading I was learning from their mistakes and mentally taking notes about their strengths and ideals. I found the graphic novel format to be a much more approachable format to tell their story. The art was well-done, and used to enhance the story with visuals, but not in any way distracting. This is not the type of book I normally read, but due to its uniqueness compared to other business books, I was intrigued. This book has helped me understand the day-to-day struggles of being an entrepreneur, and about the rewards for the ones who can overcome them. Highly recommend it for upcoming entrepreneurs and young, impressionable minds who enjoy graphic novels. I believe the best way to get a child to read this, is to read it in front of them, and let their curiosity get the best of them.

As other reviewers have noted, the Kindle Edition is unreadable due to the complete lack of

formatting. The book is written in graphic novel form, and the text is too small to read. On my iPhone, the book is completely unreadable. On my kindle, you are able to enlarge the image panels by double tapping them, however the smaller text is still too small to read. I managed to slog through half the book, skipping over most of the text and mostly just looking at the pictures. The only thing I have to show for the experience is sore eyes. Complete waste of time.

in the late 90's I lived a few blocks from the Honest Tea offices. At the time they were just a small local company struggling to carve out a niche against giant brands like Snapple. Fast forward to 2014 and they are now owned by Coca-Cola, but still focused on being a company for change-organic teas, fair trade labor standards, and a culture that promotes doing the right thing along with being profitable. They didn't shortchange their values for a quick dollar. What the authors manage to do is tell that story in an amazingly enjoyable way. Yes, there are struggles, mistakes, moments when the future of the company is on the brink. But it's told in such a way that it becomes a page turning 'mystery' instead of a dry, dull business book. The graphic novel format the authors chose makes it even more enjoyable to read and the graphics are beautiful and only add to the story. Don't be fooled by the beautiful artwork- this is a real business book with hard learned lessons, failures, successes, tough choices and everything that makes a great business success story. If you're not familiar with the Honest Tea line of products- find some. If you're not familiar with the decade long story of 'the little tea company that could'- read this book and enjoy.

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.

Can't put this book down! I have taken so many notes and started marking it up for ideas. If you are serious about creating a start up and especially in the food and beverage industry, this book is a must read.

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