



Mission in a Bottle: The Honest Guide to Doing Business Differently--and Succeeding

By Seth Goldman, Barry Nalebuff

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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.

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Editorial Review

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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

Review

“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 – 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***

About the Author

BARRY NALEBUFF is the Milton Steinbach Professor at Yale School of Management, where he teaches negotiation, innovation, and strategy. He is the coauthor of *Thinking Strategically*, *Co-opetition*, *Why Not?*, and *The Art of Strategy*. A graduate of MIT, and a Rhodes Scholar, he earned his doctorate at Oxford University. He has been a columnist for *Forbes*, and a regular commentator on *Marketplace*.

SETH GOLDMAN is the president and TeaEO of *Honest Tea*, which he cofounded with Barry Nalebuff in 1997. He is an internationally recognized spokesman for mission-driven enterprise and sustainability. He appears regularly on MSNBC, CNBC, and Fox. He blogs for *Treehugger.com*, *Inc.com*, *The Huffington Post*, and the *New York Times*.

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