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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 Goldman and Nalebuff's early struggle to help their product succeed as a low-sugar alternative. Mission in a Bottle on Apple Books Mission in a Bottle: The Honest Guide to Doing Business Differently--and Succeeding: Amazon.ca: Goldman, Seth, Nalebuff, Barry, Choi, Sungyoon: Books Mission in a Bottle: The Honest Guide to Doing Business ... - Mission in a Bottle, page 9 The founders of Honest Tea began the company with a philosophy reminiscent of the 1989 Kevin Costner movie Field of Dreams; build it and they will come. Both Barry and Seth believed that they were not alone in wishing for

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