

Contents

<i>List of figure and tables</i>	<i>page</i> ix
<i>Foreword</i>	xii
<i>Acknowledgments</i>	xv
Introduction: the path to sustainability	1
Part I Funding sustainable startups	
1 Leaders of the pack: Khosla Ventures and KPCB	13
2 Scaling up: Intel Capital and Google Ventures	50
Part II Business models	
3 Follow the sun: First Solar and Suntech	87
4 Making a revolution: Tesla and Better Place	110
Part III The macroenvironment and industry context	
5 Ticket to ride: Toyota and General Motors	147
6 Blowing in the wind: Vestas and General Electric	171
Part IV Finding customers	
7 Carrying that weight: General Mills and Kellogg's	203
8 Bridge over troubled waters: Pepsi and Coca-Cola	226
	vii

Cambridge University Press

978-1-107-07279-4 - Innovations in Sustainability: Fuel and Food

Alfred A. Marcus

Table of Contents

[More information](#)

viii

*Contents***Part V Competition between mission and non-mission based businesses**

9	Consensus capitalism: Whole Foods and Walmart	259
10	Sustainability's next frontier: DuPont and Monsanto	296
	Concluding observations: the journey continues	332
	<i>Index</i>	348