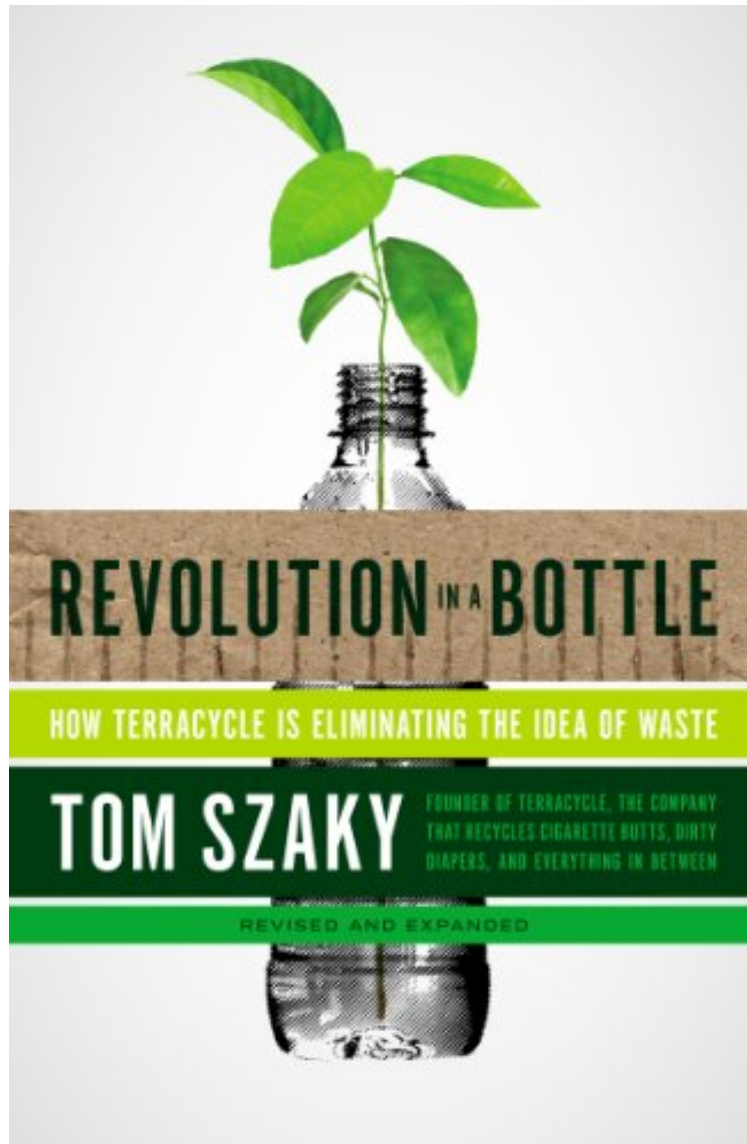


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# Revolution in a Bottle: How Terracycle Is Eliminating the Idea of Waste

*Tom Szaky*

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The amazing story of what Inc. magazine called "the coolest little startup in America"; Tom Szaky dropped out of Princeton a decade ago to found TerraCycle, a company that makes the nonrecyclable recyclable. TerraCycle is now at the forefront of the eco-capitalist movement, partnering with more than 35 million people in twenty countries in the collection of waste and transforming that waste into useful products. Creating trash cans from chip bags and plastic benches from cigarette butts, TerraCycle has redefined recycling. Revolution in a Bottle is a rollicking tale of entrepreneurial adventure and an essential guide to creating a company that's good for people, good for profits, and good for the planet. Since Revolution in a Bottle was first published in 2009, TerraCycle has grown dramatically from a small company offering worm poop in a soda bottle to a pioneer of recycling worldwide. This completely revised and expanded edition continues the story of this incredible company.