## **BEST GLOBAL BRANDS**

## 2010 RANKINGS

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1	Coca Cola	United States	Beverages	70,452	2%
+	2	2	IBM	United States	Business Services	64,727	7%
+	3	3	Microsoft	United States	Computer Software	60,895	7%
+	4	7	Google	United States	Internet Services	43,557	36%
+	5	4	<b>%</b>	United States	Diversified	42,808	-10%
+	6	6	M	United States	Restaurants	33,578	4%
+	7	9	(intel)	United States	Electronics	32,015	4%
+	8	5	NOKIA	Finland	Electronics	29,495	-15%
+	9	10	DISNEP	<b>United States</b>	Media	28,731	1%
+	10	11	(hp	United States	Electronics	26,867	12%
+	11	8	<b>ЭТОУОТА</b>	Japan	Automotive	26,192	-16%
+	12	12	Menordus Ben.z	Germany	Automotive	25,179	6%
+	13	13	Gillette	<b>United States</b>	FMCG	23,298	2%
+	14	14	(  1   1    CISCO	United States	Business Services	23,219	5%
+	15	15		Germany	Automotive	22,322	3%
+	16	16		France	Luxury	21,860	4%

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	17	20	<b>É</b>	United States	Electronics	21,143	37%
+	18	17	Marlboro	United States	Tobacco	19,961	5%
+	19	19	S A FA S U N G	South Korea	Electronics	19,491	11%
+	20	18	(X) HONDA	Japan	Automotive	18,506	4%
+	21	21	HaM	Sweden	Apparel	16,136	5%
+	22	24	ORACLE	United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%
+	24	22	(A)   (3)   (A)   (B)   (B)	United States	Financial Services	13,944	-7%
+	25	26		United States	Sporting Goods	13,706	4%
+	26	27	SAP	Germany	Business Services	12,756	5%
+	27	25	NESCAFÉ.	Switzerland	Beverages	12,753	-4%
+	28	28	IREA	Sweden	Home Furnishings	12,487	4%
+	29	37	J.P.Morgan	United States	Financial Services	12,314	29%
+	30	30	Budwois of	United States	Alcohol	12,252	4%
+	31	31	<b>ups</b>	United States	Transportati on	11,826	2%
+	32	32	HSBC 吞	United Kingdom	Financial Services	11,561	10%
+	33	33	Canon	Japan	Electronics	11,485	10%
+	34	29	SONY	Japan	Electronics	11,356	-5%

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	35	34	Kelloggis,	United States	FMCG	11,041	6%
+	36	43	amazon.com	United States	Internet Services	9,665	23%
+	37	38	Goldman Sachs	United States	Financial Services	9,372	1%
+	38	39	(Nintendo)	Japan	Electronics	8,990	-2%
+	39	40	THOMSON BOUTERS	Canada	Media	8,976	6%
+	40	36	cîti	United States	Financial Services	8,887	-13%
+	41	35	DOLL	United States	Electronics	8,880	-14%
+	42	42	PHILIPS	Netherlands	Electronics	8,696	7%
+	43	46	<b>epY</b>	United States	Internet Services	8,453	15%
+	44	41	GUCCI	Italy	Luxury	8,346	2%
+	45	44	ĽORÉAĽ	France	FMCG	7,981	3%
+	46	48	Heinz	United States	FMCG	7,534	4%
+	47	45	accenture	United States	Business Services	7,481	-3%
+	48	50	ZARA	Spain	Apparel	7,468	10%
+	49	47	SIEMENS	Germany	Diversified	7,315	0%
+	50	49	(Fird)	United States	Automotive	7,195	3%
+	51	52	Colgate <sup>*</sup>	United States	FMCG	6,919	6%
<b>±</b>	52	57	Morgan Stanley	United States	Financial Services	6,911	8%

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	53	55		Germany	Automotive	6,892	6%
+	54	63	≅=BlackBerry.	Canada	Electronics	6,762	32%
+	55	54	TV	United States	Media	6,719	3%
+	56	53	AXA	France	Financial Services	6,694	3%
+	57	58	Nestie	Switzerland	FMCG	6,548	4%
+	58	60	DANONE	France	FMCG	6,363	7%
+	59	56	xerox 🕥	United States	Electronics	6,109	-5%
+	60	61	EKFC .	United States	Restaurants	5,844	2%
+	61	N/A	Spile	United States	Beverages	5,777	0%
+	62	62	odidas	Germany	Sporting Goods	5,495	2%
+	63	65	(M)	Germany	Automotive	5,461	9%
+	64	67	AVON	United States	FMCG	5,072	3%
+	65	69	<b>(5)</b> HYUNDRI	South Korea	Automotive	5,033	9%
+	66	64	YAHOO!	United States	Internet Services	4,958	-3%
+	67	81	Allianz 🕕	Germany	Financial Services	4,904	28%
+	68	N/A	<b>▲</b> Santander	Spain	Financial Services	4,846	0%
+	69	70	HERMES PARIS	France	Luxury	4,782	4%
+	70	66	CATERPILLAR'	United States	Diversified	4,704	-6%

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	71	71	Klaenex	United States	FMCG	4,536	3%
+	72	74		Germany	Automotive	4,404	4%
+	73	75	Panasonic	Japan	Electronics	4,351	3%
+	74	N/A	*BARCLAYS	United Kingdom	Financial Services	4,218	0%
+	75	80	Johnson Johnson	United States	FMCG	4,155	8%
+	76	76	TIFFANY & CO.	United States	Luxury	4,127	3%
+	77	77	Cartier	France	Luxury	4,052	2%
+	78	N/A	Wr Direct.	United States	Alcohol	4,036	0%
+	79	82	ADÉT & CHANDON MOÉT & CHANDON MAKEN SO	France	Alcohol	4,021	7%
+	80	N/A	CREDIT SUISSE	Switzerland	Financial Services	4,010	0%
+	81	92		Netherlands	Energy	4,003	24%
+	82	94	VISA	United States	Financial Services	3,998	26%
+	83	79	Resoliti	United States	Restaurants	3,973	2%
+	84	78	GAP	United States	Apparel	3,961	1%
+	85	N/A	Corono, Extra	Mexico	Alcohol	3,847	0%
+	86	72	<b>WUBS</b>	Switzerland	Financial Services	3,812	-13%
+	87	86	NIVEÁ	Germany	FMCG	3,734	5%
+	88	95	Adobe	United States	Computer Software	3,626	15%
+	89	84		United	Alcohol	3,624	-2%

	+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
H       91       88       FEFFAFI       Italy       Automotive       3,562       1%         H       92       N/A       United Kingdom       Alcohol       3,557       0%         H       93       N/A       Netherlands       Alcohol       3,516       0%         H       94       N/A       ZURICH       Switzerland       Financial Services       3,496       0%         H       95       89       Italy       Luxury       3,443       4%         H       96       91       LANCOME       France       FMCG       3,403       5%         H       97       90       United States       Restaurants       3,339       2%         H       98       73       United States       Automotive       3,281       -24%         H       99       100       Campbell       United States       FMCG       3,241       5%         United       Iuxury       3,110       0%					Kingdom			
Paragraphy   Pa	+	90	N/A	3M	United States	Diversified	3,586	0%
H       92       N/A       Kingdom       Alcohol       3,557       0%         H       93       N/A       Netherlands       Alcohol       3,516       0%         H       94       N/A       ZURICH       Switzerland       Financial Services       3,496       0%         H       95       89       Italy       Luxury       3,443       4%         H       96       91       LANCOME       France       FMCG       3,403       5%         H       97       90       United States       Restaurants       3,339       2%         H       98       73       United States       Automotive       3,281       -24%         H       99       100       Campbill       United States       FMCG       3,241       5%         United       United       Luxury       3,110       0%	+	91	88	Ferrari	Italy	Automotive	3,562	1%
	+	92	N/A	JOHNSON WALKER &		Alcohol	3,557	0%
	+	93	N/A	Heinekeri	Netherlands	Alcohol	3,516	0%
	+	94	N/A	<b>Z</b> ZURICH	Switzerland		3,496	0%
<ul> <li></li></ul>	+	95	89	<b>-</b>	Italy	Luxury	3,443	4%
<ul> <li></li></ul>	+	96	91	LANCÔME	France	FMCG	3,403	5%
<ul> <li>         ⊕ 99 100</li></ul>	+	97	90		United States	Restaurants	3,339	2%
<b>United</b> Luxury 3 110 0%	+	98	73	NAIR WYSE	United States	Automotive	3,281	-24%
+  100 98 🕾   Luxury 3110 0%	+	99	100	Campbells.	United States	FMCG	3,241	5%
— BURBERRY Kingdom	+	100	98	BURBERRY'	United Kingdom	Luxury	3,110	0%