





































































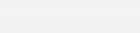


























BEST GLOBAL BRANDS 2010 RANKINGS
























+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1		United States	Beverages	70,452	2%
+	2	2		United States	Business Services	64,727	7%
+	3	3		United States	Computer Software	60,895	7%
+	4	7		United States	Internet Services	43,557	36%
+	5	4		United States	Diversified	42,808	-10%
+	6	6		United States	Restaurants	33,578	4%
+	7	9		United States	Electronics	32,015	4%
+	8	5		Finland	Electronics	29,495	-15%
+	9	10		United States	Media	28,731	1%
+	10	11		United States	Electronics	26,867	12%
+	11	8		Japan	Automotive	26,192	-16%
+	12	12		Germany	Automotive	25,179	6%
+	13	13		United States	FMCG	23,298	2%
+	14	14		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		United States	Electronics	21,143	37%
+	18	17		United States	Tobacco	19,961	5%
+	19	19		South Korea	Electronics	19,491	11%
+	20	18		Japan	Automotive	18,506	4%
+	21	21		Sweden	Apparel	16,136	5%
+	22	24		United States	Business Services	14,881	9%
+	23	23		United States	Beverages	14,061	3%
+	24	22		United States	Financial Services	13,944	-7%
+	25	26		United States	Sporting Goods	13,706	4%
+	26	27		Germany	Business Services	12,756	5%
+	27	25		Switzerland	Beverages	12,753	-4%
+	28	28		Sweden	Home Furnishings	12,487	4%
+	29	37		United States	Financial Services	12,314	29%
+	30	30		United States	Alcohol	12,252	4%
+	31	31		United States	Transportation	11,826	2%
+	32	32		United Kingdom	Financial Services	11,561	10%
+	33	33		Japan	Electronics	11,485	10%
+	34	29		Japan	Electronics	11,356	-5%

 Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
 35	34		United States	FMCG	11,041	6%
 36	43		United States	Internet Services	9,665	23%
 37	38		United States	Financial Services	9,372	1%
 38	39		Japan	Electronics	8,990	-2%
 39	40		Canada	Media	8,976	6%
 40	36		United States	Financial Services	8,887	-13%
 41	35		United States	Electronics	8,880	-14%
 42	42		Netherlands	Electronics	8,696	7%
 43	46		United States	Internet Services	8,453	15%
 44	41		Italy	Luxury	8,346	2%
 45	44		France	FMCG	7,981	3%
 46	48		United States	FMCG	7,534	4%
 47	45		United States	Business Services	7,481	-3%
 48	50		Spain	Apparel	7,468	10%
 49	47		Germany	Diversified	7,315	0%
 50	49		United States	Automotive	7,195	3%
 51	52		United States	FMCG	6,919	6%
 52	57		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		Canada	Electronics	6,762	32%
+	55	54		United States	Media	6,719	3%
+	56	53		France	Financial Services	6,694	3%
+	57	58		Switzerland	FMCG	6,548	4%
+	58	60		France	FMCG	6,363	7%
+	59	56		United States	Electronics	6,109	-5%
+	60	61		United States	Restaurants	5,844	2%
+	61	N/A		United States	Beverages	5,777	0%
+	62	62		Germany	Sporting Goods	5,495	2%
+	63	65		Germany	Automotive	5,461	9%
+	64	67		United States	FMCG	5,072	3%
+	65	69		South Korea	Automotive	5,033	9%
+	66	64		United States	Internet Services	4,958	-3%
+	67	81		Germany	Financial Services	4,904	28%
+	68	N/A		Spain	Financial Services	4,846	0%
+	69	70		France	Luxury	4,782	4%
+	70	66		United States	Diversified	4,704	-6%

+	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	71	71		United States	FMCG	4,536	3%
+	72	74		Germany	Automotive	4,404	4%
+	73	75	Panasonic	Japan	Electronics	4,351	3%
+	74	N/A		United Kingdom	Financial Services	4,218	0%
+	75	80		United States	FMCG	4,155	8%
+	76	76	TIFFANY & Co	United States	Luxury	4,127	3%
+	77	77	<i>Cartier</i>	France	Luxury	4,052	2%
+	78	N/A		United States	Alcohol	4,036	0%
+	79	82		France	Alcohol	4,021	7%
+	80	N/A		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		United States	Restaurants	3,973	2%
+	84	78		United States	Apparel	3,961	1%
+	85	N/A		Mexico	Alcohol	3,847	0%
+	86	72		Switzerland	Financial Services	3,812	-13%
+	87	86	NIVEA	Germany	FMCG	3,734	5%
+	88	95		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
Kingdom						
 90	N/A		United States	Diversified	3,586	0%
 91	88		Italy	Automotive	3,562	1%
 92	N/A		United Kingdom	Alcohol	3,557	0%
 93	N/A		Netherlands	Alcohol	3,516	0%
 94	N/A		Switzerland	Financial Services	3,496	0%
 95	89		Italy	Luxury	3,443	4%
 96	91		France	FMCG	3,403	5%
 97	90		United States	Restaurants	3,339	2%
 98	73		United States	Automotive	3,281	-24%
 99	100		United States	FMCG	3,241	5%
 100	98		United Kingdom	Luxury	3,110	0%