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Interbrand	Creating and managing brand value™	ABOUT US OUR WORK KNOWLEDGE NEWS ROOM	OFFICES SEARCH SITE
Best Global Brands 2008	Straten Albert	Best Global Brands 2008	Best Global Brands
Diama	The second secon		Rated the most influential
universities ensuring Interbran	Land to Reserve	b NORELA Parage Convert Stations Radio Parage 4 6 6000 Convert Stations Radio Parage Parage 7 7 6000 Via Parage Paragee	benchmark study by CEOs
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BEST GLOBAL BRANDS

BEST GLOBAL BRANDS 2008	BES	T GL	OBAL BR	ANDS				
Each year the Best Global Brands generates	2008 rankings Contract All Expand All Pr							Print
increasing amounts of interest from companies and practitioners associated with brands.	2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Valu	
We've enjoyed leading the discussion to help organizations understand and grow the value of their	1	1	Cca Cola.	United States	Beverages	66,667	2%	+
brands. REPORT 2008	2	3	IBM	United States	Computer Services	59,031	3%	+
See What's Inside Executive Summary Addendum	3	2	Microsoft	United States	Computer Software	59,007	1%	+
Download report: European format (A4) US Format (8.5 X 11)	4	4	æ	United States	Diversified	53,086	3%	Ŧ
BUSINESSWEEK BusinessWeek Article	5	5	NOKIA	Finland	Consumer Electronics	35,942	7%	+
PRESS RELEASE Read the Best Global	6	6	TOYOTA	Japan	Automotive	34,050	6%	+
Brands Press Release METHODOLOGY	7	7	(intel)	United States	Computer Hardware	31,261	1%	+
Read about our method for valuing brands	8	8	\mathbb{N}	United States	Restaurants	31,049	6%	Ŧ
PREVIOUS YEARS 2008 ranking 2007 ranking 2007 ranking	9	9	Disnep	United States	Media	29,251	0%	Ŧ
2006 ranking 2005 ranking 2004 ranking 2003 ranking	10	20	Google [.]	United States	Internet Services	25,590	43%	+
2002 ranking 2001 ranking	11	10	Menoedes Benz	Germany	Automotive	25,577	9%	Ŧ
MEDIA & GENERAL INQUIRIES Lisa Marsala	12	12	(p)	United States	Computer Hardware	23,509	6%	+

Group Communications

Man	ag	er				
Tel:	+	1	212	798	7646	

13	13	٢	Germany	Automotive	23,298	8%	+
14	16	Gillette	United States	Personal Care	22,689	8%	+
15	15	AMERICAN CORRESS	United States	Financial Services	21,940	5%	+
16	17		France	Luxury	21,602	6%	+
17	18	cisco.	United States	Computer Services	21,306	12%	+
18	14	Marlboro	United States	Tobacco	21,300	0%	+
19	11	citi	United States	Financial Services	20,174	-14%	Ŧ
20	19	() HONDA	Japan	Automotive	19,079	6%	Ŧ
21	21	SAMSUNG	Republic of Korea	Consumer Electronics	17,689	5%	+
22	New	H.M	Sweden	Apparel	13,840	New	+
23	27	ORACLE	United States	Computer Software	13,831	11%	+
24	33	Ś	United States	Computer Hardware	13,724	24%	+
25	25	SONY	Japan	Consumer Electronics	13,583	5%	+
26	26	😂 PEPSI	United States	Beverages	13,249	3%	+
27	23	HSBC 🚺	United Kingdom	Financial Services	13,143	-3%	+
28	24	NESCAFÉ.	Switzerland	Beverages	13,056	1%	+
29	29		United States	Sporting Goods	12,672	6%	+
30	28	ups	United States	Transportation	12,621	5%	+
31	34	SAP	Germany	Computer Software	12,228	13%	Ŧ
32	31	Dell	United States	Computer Hardware	11,695	1%	+
33	30	Budweiser	United States	Alcohol	11,438	-2%	+

34	22	145 1495 Merrill Lynch	United States	Financial Services	11,399	-21%	+
35	38	IKEA	Sweden	Home Furnishings	10,913	8%	+
36	36	Canon	Japan	Computer Hardware	10,876	3%	+
37	32	O _{JPMorgan}	United States	Financial Services	10,773	-6%	+
38	35	Goldman Sachs	United States	Financial Services	10,331	-3%	Ŧ
39	40	Kelloggis.	United States	Food	9,710	4%	Ŧ
40	44	(Nintendo)	Japan	Consumer Electronics	8,772	13%	+
41	39	🗱 UBS	Switzerland	Financial Services	8,740	-11%	+
42	37	Morgan Stanley	United States	Financial Services	8,696	-16%	Ŧ
43	42	🗟 PHILIPS	Netherlands	Diversified	8,325	8%	+
44	New		Canada	Media	8,313	New	Ŧ
45	46	GUCCI	Italy	Luxury	8,254	7%	+
46	48	efY	United States	Internet Services	7,991	7%	Ŧ
47	50	accenture	United States	Computer Services	7,948	9%	+
48	43	SIEMENS	Germany	Diversified	7,943	3%	+
49	41	Firel	United States	Automotive	7,896	-12%	+
50	45		United States	Automotive	7,609	-1%	+
51	51	L'ORÉAL	France	Personal Care	7,508	7%	+
52	52	TV	United States	Media	7,193	4%	+
53	54		Germany	Automotive	7,047	8%	Ŧ
54	47	AIG	United States	Financial Services	7,022	-6%	Ŧ

55	49	AA	France	Financial Services	7,001	-4%	+
56	53	Heinz	United States	Food	6,646	2%	+
57	57	Colgate [•]	United States	Personal Care	6,437	7%	Ŧ
58	62	amazon.com	United States	Internet Services	6,434	19%	Ŧ
59	56	xerox 🌍	United States	Computer Hardware	6,393	6%	+
60	58	CHANEL 30	France	Luxury	6,355	9%	Ŧ
61	59		United States	Food	6,105	6%	Ŧ
62	64	ZARA	Spain	Apparel	5,955	15%	Ŧ
63	63	🐝 Nestlé	Switzerland	Food	5,592	5%	+
64	60	RFC	United States	Restaurants	5,582	-2%	+
65	55	YAHOO!	United States	Internet Services	5,496	-9%	Ŧ
66	67		France	Food	5,408	8%	Ŧ
67	68		Germany	Automotive	5,407	11%	Ŧ
68	66	CATERPILLAR'	United States	Diversified	5,288	5%	Ŧ
69	65	AVON	United States	Personal Care	5,264	3%	Ŧ
70	69	adidas	Germany	Sporting Goods	5,072	6%	+
71	71	W ROLEX	Switzerland	Luxury	4,956	8%	+
72	72	🕢 НҮШЛДАІ	Republic of Korea	Automotive	4,846	9%	Ŧ
73	New	🖅 BlackBerry.	Canada	Consumer Electronics	4,802	New	Ŧ
74	70	Kleener	United States	Personal Care	4,636	1%	Ŧ
75	75		Germany	Automotive	4,603	9%	Ŧ

76	73	HERMES	France	Luxury	4,575	8%	+
77	61	GAP	United States	Apparel	4,357	-20%	+
78	78	Panasonic	Japan	Consumer Electronics	4,281	4%	+
79	83	Cartier	Switzerland	Luxury	4,236	10%	+
80	79	TIFFANY & CO.	United States	Luxury	4,208	5%	Ŧ
81	74	Pinallif	United States	Restaurants	4,097	-4%	Ŧ
82	80	Allianz 🕕	Germany	Financial Services	4,033	2%	+
83	85	அர ல் ருட MOÊT & CHANDON கின் க.50	France	Alcohol	3,951	6%	+
84	84	Ö	United Kingdom	Energy	3,911	3%	Ŧ
85	88		United States	Restaurants	3,879	7%	Ŧ
86	81	ING 脸	Netherlands	Financial Services	3,768	-3%	+
87	77	MOTOROLA	United States	Consumer Electronics	3,721	-10%	+
88	89	DURACELL	United States	Consumer Electronics	3,682	2%	+
89	91		United Kingdom	Alcohol	3,590	6%	+
90	92	Clexus	Japan	Automotive	3,588	7%	+
91	94	PRADA	Italy	Luxury	3,585	9%	+
92	90	Johnson-Johnson	United States	Personal Care	3,582	4%	+
93	New	Ferrari	Italy	Automotive	3,527	New	+
94	New	GIORGIO ARMANI	Italy	Luxury	3,526	New	+
95	87	Hennessy	France	Alcohol	3,513	-3%	+
96	New	Marriott	United States	Hospitality	3,502	New	Ŧ

97	93		Netherlands	Energy	3,471	4%	+
98	96	NIVEÁ	Germany	Personal Care	3,401	9%	+
99	New	FedEx	United States	Transportation	3,359	New	+
100	New	VISA	United States	Financial Services	3,338	New	+

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