

BRANDZ™ Top 100 Most Valuable Global Brands 2009
(I valori sono espressi in miliardi di dollari)

#Posizione classifica 2009	Brand	Brand Value '09 (miliardi di dollari)	% Brand Value Change 2009/2008	New Entry
1	Google	100,039	16%	
2	Microsoft	76,249	8%	
3	Coca Cola	67,625	16%	
4	IBM	66,622	20%	
5	McDonald's	66,575	34%	
6	Apple	63,113	14%	
7	China Mobile	61,283	7%	
8	GE (General Electric)	59,793	-16%	
9	Vodafone	53,727	45%	
10	Marlboro	49,460	33%	
11	Wal-Mart	41,083	19%	
12	ICBC	38,056	36%	
13	Nokia	35,163	-20%	
14	Toyota	29,907	-15%	
15	UPS	27,842	-9%	
16	Blackberry	27,478	100%	
17	HP	26,745	-9%	
18	BMW	23,948	-15%	
19	SAP	23,615	9%	
20	Disney	23,110	-3%	
21	Tesco	22,938	-1%	
22	Gillette	22,919	6%	
23	Intel	22,851	4%	
24	China Construction Bank	22,811	16%	
25	Oracle	21,438	-6%	
26	Amazon	21,294	85%	
27	Bank of China	21,192	9%	
28	AT&T	20,059	67%	
29	Louis Vuitton	19,395	5%	
30	HSBC	19,079	3%	
31	Pampers	18,945	N/A	New Entry
32	Nintendo	18,233	N/A	New Entry
33	Cisco	17,965	-25%	
34	Verizon Wireless	17,713	-8%	
35	Porsche	17,467	-20%	
36	Visa	16,353	N/A	New Entry
37	Wells Fargo	16,228	-34%	
38	Santander	16,035	10%	
39	NTT DoCoMo	15,776	5%	
40	Mercedes	15,499	-14%	
41	Bank of America	15,480	-53%	
42	Dell	15,422	1%	
43	Accenture	15,076	7%	
44	Pepsi	14,996	-3%	
45	L'Oréal	14,991	-9%	
46	American Express	14,963	-40%	
47	Carrefour	14,961	-1%	
48	RBC	14,894	-22%	
49	Citi	14,608	-52%	
50	Honda	14,571	-12%	
51	Siemens	13,562	-8%	
52	Budweiser	13,292	23%	
53	Orange	13,242	-6%	
54	Ebay	12,970	16%	
55	BBVA	12,549	33%	
56	Colgate	12,396	17%	

57	FINANÇIAS	Target	12,254	-17%	
58	TIMES	H&M	12,061	8%	
59		Nike	11,999	-4%	
60		SUBWAY	10,997	6%	
61		TD	10,991	N/A	New Entry
62		Movistar	10,911	34%	
63		T-Mobile	10,864	22%	
64		Wrigley's	10,841	N/A	New Entry
65		Auchan	10,586	48%	
66		Chase	10,582	-17%	
67		Nissan	10,206	-13%	
68		DHL	9,719	19%	New Entry
69		FedEx	9,491	-17%	
70		Home Depot	9,280	-40%	
71		MTS	9,189	14%	
72		Beeline	8,884	N/A	New Entry
73		Canon	8,779	-29%	
74		ALDI	8,638	49%	New Entry
75		Avon	8,631	20%	
76		Zara	8,609	-1%	
77		O2	8,601	36%	New Entry
78		Standard Chartered Bank	8,219	20%	
79		Red Bull	8,154	N/A	New Entry
80		China Merchants Bank	8,052	168%	New Entry
81		Yahoo!	7,927	-31%	
82		Hermés	7,862	13%	
83		JP Morgan	7,852	-20%	
84		Ariel	7,777	-8%	
85		Tide	7,512	-18%	
86		Gucci	7,468	15%	
87		MasterCard	7,427	7%	
88		Goldman Sachs	7,415	-38%	
89		Starbucks	7,260	-40%	
90		Barclays	6,992	-5%	
91		State Farm	6,922	-27%	
92		Morgan Stanley	6,765	-40%	
93		ING	6,743	-55%	
94		KFC	6,721	10%	New Entry
95		IKEA	6,713	-21%	
96		Nivea	6,572	24%	New Entry
97		Esprit	6,571	-17%	
98		Bradesco	6,565	N/A	New Entry
99		TIM	6,409	-19%	
100		Lowe's	6,394	-31%	New Entry

Fonte: Millward Brown Optimor