

Best Global Brands 2013

Interbrand Creating and managing brand value™

01  Apple +28% 98,316 \$m	02  Google +34% 93,291 \$m	03  Coca-Cola +2% 79,213 \$m	04  IBM +4% 78,808 \$m	05  Microsoft +3% 59,546 \$m	06  GE +7% 46,947 \$m	07  McDonald's +5% 41,992 \$m		
08  Samsung +20% 39,610 \$m	09  Intel -5% 37,257 \$m	10  TOYOTA +17% 35,346 \$m	11  Mercedes-Benz +6% 31,904 \$m	12  BMW +10% 31,839 \$m	13  CISCO +7% 29,053 \$m	14  Disney +3% 28,147 \$m		
15  HP -1% 25,843 \$m	16  Gillette +1% 25,105 \$m	17  LOUIS VUITTON +6% 24,893 \$m	18  ORACLE +9% 24,088 \$m	19  amazon +27% 23,620 \$m	20  HONDA +7% 18,490 \$m	21  H&M +10% 18,168 \$m		
22  Pepsi +8% 17,892 \$m	23  American Express +12% 17,646 \$m	24  Nike +13% 17,085 \$m	25  SAP +7% 16,676 \$m	26  IKEA +8% 13,818 \$m	27  UPS +5% 13,763 \$m	28  eBay +20% 13,162 \$m		
29  Pampers +15% 13,035 \$m	30  Kellogg's +8% 12,987 \$m	31  Budweiser +6% 12,614 \$m	32  HSBC +7% 12,183 \$m	33  J.P.Morgan 0% 11,456 \$m	34  Volkswagen +20% 11,120 \$m	35  Canon -9% 10,989 \$m	36  ZARA +14% 10,821 \$m	37  Nescafé -4% 10,651 \$m
38  GUCCI +7% 10,151 \$m	39  L'ORÉAL PARIS +12% 9,874 \$m	40  PHILIPS +8% 9,813 \$m	41  accenture +8% 9,471 \$m	42  Ford +15% 9,181 \$m	43  HYUNDAI +20% 9,004 \$m	44  Goldman Sachs +12% 8,536 \$m	45  SIEMENS +13% 8,503 \$m	46  SONY -8% 8,408 \$m
47  Thomson Reuters -4% 8,103 \$m	48  citi +5% 7,973 \$m	49  DANONE +6% 7,968 \$m	50  Colgate +2% 7,833 \$m	51  Audi +8% 7,767 \$m	52  Facebook +43% 7,732 \$m	53  Heinz -1% 7,648 \$m	54  HERMÈS PARIS +23% 7,616 \$m	55  adidas +12% 7,535 \$m
56  Nestlé +9% 7,527 \$m	57  NOKIA -65% 7,444 \$m	58  CATERPILLAR +13% 7,125 \$m	59  AXA +5% 7,096 \$m	60  Cartier +26% 6,897 \$m	61  DELL -10% 6,845 \$m	62  xerox +1% 6,779 \$m	63  Allianz +8% 6,710 \$m	64  PORSCHE +26% 6,471 \$m
65  Nissan +25% 6,203 \$m	66  KFC +3% 6,192 \$m	67  Nintendo -14% 6,086 \$m	68  Panasonic +1% 5,821 \$m	69  Sprite +2% 5,811 \$m	70  New 5,756 \$m	71  Morgan Stanley -21% 5,724 \$m	72  PRADA +30% 5,570 \$m	73  Shell +16% 5,535 \$m
74  VISA +11% 5,465 \$m	75  TIFFANY & Co. +5% 5,440 \$m	76  3M +16% 5,413 \$m	77  BURBERRY +20% 5,189 \$m	78  MTV -12% 4,980 \$m	79  Adobe +8% 4,899 \$m	80  JOHN DEERE +15% 4,865 \$m	81  Johnson & Johnson +9% 4,777 \$m	82  JOHNNIE WALKER +10% 4,745 \$m
83  Kia +15% 4,708 \$m	84  Santander -2% 4,660 \$m	85  DURACELL New 4,645 \$m	86  Jack Daniel's +7% 4,642 \$m	87  AVON -11% 4,610 \$m	88  RALPH LAUREN +14% 4,584 \$m	89  CHEVROLET New 4,578 \$m	90  Kleenex +2% 4,428 \$m	91  Starbucks +8% 4,399 \$m
92  Heineken +10% 4,331 \$m	93  Corona +5% 4,276 \$m	94  Pizza Hut +2% 4,269 \$m	95  SMIRNOFF +5% 4,262 \$m	96  Harley-Davidson +10% 4,230 \$m	97  MasterCard +8% 4,206 \$m	98  Ferrari +6% 4,013 \$m	99  MOËT & CHANDON +3% 3,943 \$m	100  GAP +5% 3,920 \$m

