




























BEST GLOBAL BRANDS













2008 rankings













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2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
1	1		United States	Beverages	66,667	2%
2	3		United States	Computer Services	59,031	3%
3	2		United States	Computer Software	59,007	1%
4	4		United States	Diversified	53,086	3%
5	5		Finland	Consumer Electronics	35,942	7%
6	6		Japan	Automotive	34,050	6%
7	7		United States	Computer Hardware	31,261	1%
8	8		United States	Restaurants	31,049	6%
9	9		United States	Media	29,251	0%
10	20		United States	Internet Services	25,590	43%
11	10		Germany	Automotive	25,577	9%










2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
12	12		United States	Computer Hardware	23,509	6%
13	13		Germany	Automotive	23,298	8%
14	16		United States	Personal Care	22,689	8%
15	15		United States	Financial Services	21,940	5%
16	17		France	Luxury	21,602	6%
17	18		United States	Computer Services	21,306	12%
18	14		United States	Tobacco	21,300	0%
19	11		United States	Financial Services	20,174	-14%
20	19		Japan	Automotive	19,079	6%
21	21		Republic of Korea	Consumer Electronics	17,689	5%
22	New		Sweden	Apparel	13,840	New
23	27		United States	Computer Software	13,831	11%













2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
24	33		United States	Computer Hardware	13,724	24%
25	25		Japan	Consumer Electronics	13,583	5%
26	26		United States	Beverages	13,249	3%
27	23		United Kingdom	Financial Services	13,143	-3%
28	24		Switzerland	Beverages	13,056	1%
29	29		United States	Sporting Goods	12,672	6%
30	28		United States	Transportation	12,621	5%
31	34		Germany	Computer Software	12,228	13%
32	31		United States	Computer Hardware	11,695	1%
33	30		United States	Alcohol	11,438	-2%
34	22		United States	Financial Services	11,399	-21%
35	38		Sweden	Home Furnishings	10,913	8%





2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
36	36		Japan	Computer Hardware	10,876	3%
37	32		United States	Financial Services	10,773	-6%
38	35		United States	Financial Services	10,331	-3%
39	40		United States	Food	9,710	4%
40	44		Japan	Consumer Electronics	8,772	13%
41	39		Switzerland	Financial Services	8,740	-11%
42	37		United States	Financial Services	8,696	-16%
43	42		Netherlands	Diversified	8,325	8%
44	New		Canada	Media	8,313	New
45	46		Italy	Luxury	8,254	7%
46	48		United States	Internet Services	7,991	7%
47	50		United States	Computer Services	7,948	9%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
48	43		Germany	Diversified	7,943	3%
49	41		United States	Automotive	7,896	-12%
50	45		United States	Automotive	7,609	-1%
51	51		France	Personal Care	7,508	7%
52	52		United States	Media	7,193	4%
53	54		Germany	Automotive	7,047	8%
54	47		United States	Financial Services	7,022	-6%
55	49		France	Financial Services	7,001	-4%
56	53		United States	Food	6,646	2%
57	57		United States	Personal Care	6,437	7%
58	62		United States	Internet Services	6,434	19%
59	56		United States	Computer Hardware	6,393	6%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
60	58	 CHANEL	France	Luxury	6,355	9%
61	59	 WINGLEY	United States	Food	6,105	6%
62	64	 ZARA	Spain	Apparel	5,955	15%
63	63	 NESTLE	Switzerland	Food	5,592	5%
64	60	 KFC	United States	Restaurants	5,582	-2%
65	55	 YAHOO!	United States	Internet Services	5,496	-9%
66	67	 SABONE	France	Food	5,408	8%
67	68	 Audi	Germany	Automotive	5,407	11%
68	66	 CATERPILLAR	United States	Diversified	5,288	5%
69	65	 AVON	United States	Personal Care	5,264	3%
70	69	 adidas	Germany	Sporting Goods	5,072	6%
71	71	 ROLEX	Switzerland	Luxury	4,956	8%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
72	72	 HYUNDAI	Republic of Korea	Automotive	4,846	9%
73	New	 BlackBerry	Canada	Consumer Electronics	4,802	New
74	70	 Kleenex	United States	Personal Care	4,636	1%
75	75		Germany	Automotive	4,603	9%
76	73	 HERMÈS PARIS	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	<i>Cartier</i>	Switzerland	Luxury	4,236	10%
80	79	Tiffany & Co.	United States	Luxury	4,208	5%
81	74	 Pizza Hut	United States	Restaurants	4,097	-4%
82	80	 Allianz	Germany	Financial Services	4,033	2%
83	85	 MOËT & CHANDON Paris	France	Alcohol	3,951	6%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
84	84		United Kingdom	Energy	3,911	3%
85	88		United States	Restaurants	3,879	7%
86	81		Netherlands	Financial Services	3,768	-3%
87	77		United States	Consumer Electronics	3,721	-10%
88	89		United States	Consumer Electronics	3,682	2%
89	91		United Kingdom	Alcohol	3,590	6%
90	92		Japan	Automotive	3,588	7%
91	94		Italy	Luxury	3,585	9%
92	90		United States	Personal Care	3,582	4%
93	New		Italy	Automotive	3,527	New
94	New		Italy	Luxury	3,526	New
95	87		France	Alcohol	3,513	-3%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
96	New		United States	Hospitality	3,502	New
97	93		Netherlands	Energy	3,471	4%
98	96		Germany	Personal Care	3,401	9%
99	New		United States	Transportation	3,359	New
100	New		United States	Financial Services	3,338	New