

Die Wertvollsten Marken

Die Plätze 1 bis 25

Rang	Marke	Mutterkonzern	Wert*
1	Microsoft	Microsoft Corporation	62,039
2	GE (General Electric)	General Electric Company	55,834
3	Coca Cola	The Coca Cola Company	41,406
4	China Mobile	China Mobile (HK) Limited	39,168
5	Marlboro	Altria Group, Inc.	38,510
6	Wal-Mart	Wal-Mart	37,567
7	Google	Google Inc	37,445
8	IBM	International Business Machines Corp	36,084
9	Citi	Citigroup Inc	31,028
10	Toyota	Toyota Motor Corp	30,201
11	McDonald's	McDonald's Corp	28,985
12	Bank of America	Bank of America Corporation	28,155
13	Home Depot	The Home Depot, Inc.	27,312
14	Nokia	Nokia Corp	26,538
15	Intel	Intel Corp	25,156
16	Vodafone	Vodafone Group Plc	24,072
17	BMW	BMW AG	23,820
18	Disney	The Walt Disney Company	22,232
19	UPS	United Parcel Service, Inc.	21,829
20	Cisco	Cisco Systems, Inc.	20,922
21	HP	Hewlett-Packard Company	19,732
22	TIM	Telecom Italia Mobile SpA	19,551
23	NTT DoCoMo	NTT DoCoMo Inc	19,518
24	Louis Vuitton	LVMH	19,479
25	American Express	American Express Company	18,780

*in Milliarden Dollar

Die Plätze 26 bis 50

26	Dell	Dell Inc.	18,303
27	Gillette	The Procter & Gamble Company	17,832
28	Mercedes	DaimlerChrysler AG	17,801
29	Apple	Apple Computer, Inc.	15,976
30	Tesco	Tesco PLC	15,532
31	Telefónica Móviles	Telefónica SA	15,188
32	Verizon Wireless	Verizon Communications Inc.	14,908
33	Honda	Honda Motor Co Ltd	14,394
34	Yahoo!	Yahoo! Inc	14,101
35	Oracle	Oracle Corporation	13,913

36	HSBC	HSBC Holdings plc	13,889
37	Ford	Ford Motor Co	13,844
38	eBay	eBay Inc	13,191
39	Deutsche Bank	Deutsche Bank AG	13,022
40	Banco Santander	Banco Santander Central Hispano, S.A.	12,537
41	Chevrolet	General Motors Corp	12,458
42	Pfizer	Pfizer Inc	12,372
43	Samsung	Samsung Electronics Co., Ltd.	12,028
44	Porsche	Dr. Ing. h.c. F. Porsche AG	12,025
45	T-Mobile	Deutsche Telekom	11,870
46	Budweiser	Anheuser Busch	11,724
47	Pepsi Cola	Pepsico Inc.	11,484
48	Starbucks	Starbucks Corporation	11,077
49	Nissan	Nissan Motor Co Ltd	10,915
50	Carrefour	Carrefour SA	10,803

*in Milliarden Dollar

Die Plätze 51 bis 75

51	Nike	NIKE, Inc.	10,783
52	L'Oréal	L'Oréal Groupe	10,692
53	Morgan Stanley	Morgan Stanley	10,619
54	Wachovia	Wachovia Corporation	10,228
55	Merrill Lynch	Merrill Lynch & Co., Inc.	10,073
56	Harley-Davidson	Harley-Davidson, Inc.	9,955
57	Canon	Canon Inc.	9,908
58	Accenture	Accenture Ltd	9,786
59	Chase	JPMorgan Chase & Co.	9,716
60	SAP	SAP Aktiengesellschaft	9,574
61	UBS	UBS AG	9,541
62	Orange	Orange SA	9,431
63	Sony	Sony Corporation	9,358
64	Motorola	Motorola Inc	9,072
65	Goldman Sachs	The Goldman Sachs Group, Inc.	8,863
66	FedEx	FedEx Corporation	8,240
67	H&M	H&M Hennes & Mauritz AB	8,022
68	State Farm	State Farm Mutual Automobile Insurance Company	7,905
69	IKEA	IKEA International AS	7,206
70	J.P. Morgan	JPMorgan Chase & Co.	7,078
71	VW	Volkswagen AG	6,793
72	Siemens	Siemens AG	6,741
73	Cingular Wireless	Cingular Wireless LLC	6,680
74	Avon	Avon Products Inc.	6,598
75	Chanel	Chanel SA	6,499

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Die Plätze 76 bis 100

76	ING Bank	ING Groep N.V.	6,353
77	Target	Target Corporation	6,135
78	Amazon	Amazon.com Inc	5,983
79	Colgate	Colgate-Palmolive Company	5,839
80	AIG	American International Group, Inc.	5,665
81	Wrigley's	Wm. Wrigley Jr. Company	5,550
82	Cartier	Compagnie Financière Richemont SA	5,548
83	BP	BP p.l.c.	5,470
84	Auchan	Auchan S.A.	5,354
85	Electronic Arts	Electronic Arts Inc.	5,300
86	Renault	Renault S.A.	5,173
87	Zara	Industria de Diseño Textil	5,112
88	Barclays	Barclays PLC	5,070
89	Lexus	Toyota Motor Corp	5,050
90	Rolex	Montres Rolex S.A.	4,925
91	Allstate	The Allstate Corporation	4,842
92	Hermès	Hermès International	4,830
93	Caterpillar	Caterpillar Inc.	4,747
94	Mizuho Bank	Mizuho Financial Group, Inc.	4,740
95	Washington Mutual	Washington Mutual, Inc.	4,686
96	Asda	Wal-Mart	4,650
97	Mitsui Sumitomo Bank	Mitsui Sumitomo Bank	4,528
98	Gucci	Gucci Group	4,370
99	Esprit	Esprit Holdings Limited	4,206
100	Hennessy	LVMH	4,191

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Quelle: <http://www.spiegel.de/wirtschaft/0,1518,409912,00.html>