

2010 RANKING

DAVIS BRAND CAPITAL SCORE

				BRAND VALUE	COMPETITIVE PERFORMANCE	INNOVATION STRENGTH	COMPANY CULTURE	SOCIAL IMPACT		
COMPANY	INDUSTRY	2009 RANK								
1 IBM Armonk, NY USA	Technology	1							149	
2 Hewlett-Packard Palo Alto, CA USA	Technology	3							146	
3 Microsoft Redmond, WA USA	Technology	4							138	
4 General Electric Fairfield, CT USA	Diversified	2							135	
5 Wal-Mart Bentonville, AR USA	Retail	10							118	
6 Procter & Gamble Cincinnati, OH USA	Consumer Products	9							111	
7 Apple Cupertino, CA USA	Technology	12							106	
8 Samsung Electronics Seoul, South Korea	Consumer Electronics	n/a							101.3	
9 Intel Santa Clara, CA USA	Technology	6							100.6	
10 Cisco Systems San Jose, CA USA	Technology	5							98	
11 JPMorgan Chase Wilmington, DE USA	Financial Services	20							95	
12 BMW Munich, Germany	Automotive	n/a							94	
13 Google Mountain View, CA USA	Technology	11							91	
14 Coca-Cola Atlanta, GA USA	Beverages	16							86	
15 Nestlé S.A. Vevey, Switzerland	Food & Beverages	n/a							82	
16 Goldman Sachs New York, NY USA	Financial Services	n/a							74	
17 Volkswagen Wolfsburg, Germany	Automotive	n/a							73	
18 Honda Tokyo, Japan	Automotive	23							71	
19 Exxon Mobil Irving, TX USA	Energy	21							70.2	
20 Walt Disney Company Burbank, CA USA	Entertainment	7							69.9	
21 Nokia Espoo, Finland	Wireless Devices	15							67	
22 HSBC London, England	Financial Services	19							66	
23 Ford Motor Company Dearborn, MI USA	Automotive	n/a							63	
24 Verizon Communications New York, NY USA	Telecommunications	14							60	
25 Johnson & Johnson New Brunswick, NJ USA	Health Products	18							59	