

Reputation Institute Report
The World's Most Reputable Companies

Matthew Kirdahy, 06.04.08, 6:00 PM ET

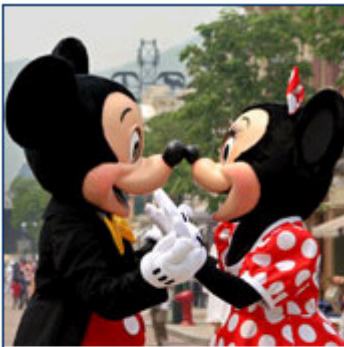


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If there was a clear link between savvy business and popularity, **Toyota** would be this spring's prom queen.

In the latest study from the Reputation Institute, a private, New York City-based research and consulting firm, the Japanese automaker is ranked No. 1 on a list of the 600 largest companies in the world for having the best reputation. Toyota (nyse: [TM](#) - [news](#) - [people](#)) was ranked No. 6 last year and in 2006.

There's a notable newcomer in the second spot, one that may not come as a shock. Introducing **Google** (nasdaq: [GOOG](#) - [news](#) - [people](#)).

The Mountain View, Calif.-based media company may be a runner-up on the global list, but it is ranked No. 1 on a list of 150 of the largest U.S. companies, followed by **Johnson & Johnson** (nyse: [JNJ](#) - [news](#) - [people](#)) and **Kraft Foods** (nyse: [KFT](#) - [news](#) - [people](#)). Globally, IKEA of Sweden and Italy's Ferrero rank third and fourth, respectively.

[In Pictures: Top Global Companies](#)

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[In Pictures: Industries We Love To Hate](#)

[Table: The 75 Most Reputable Companies in the U.S.](#)

Johnson & Johnson CEO [William Weldon](#) said his [consumer products](#) company's success hinges on courageous leadership. The Reputation Institute ranks J&J as the fifth most reputable company in the world, a significant jump from its rank of 35 last year.

"I expect leaders to grow their businesses and, at the same time, to make us proud of the ways they grow," he said. "This is the character of true leadership."

[Ken Powell](#), CEO of **General Mills** (nyse: [GIS](#) - [news](#) - [people](#)), which was ranked fourth in the U.S. and 11th globally, said, "We continue to build trust in our brands by paying attention to other consumer priorities such as [product innovation](#), health and wellness benefits, and the sustainability of our manufacturing processes. Holding ourselves to the highest standard on ethics and integrity is part of building that trust."

Showing the biggest reputation boosts from last year are PKN Orlen (energy) of Poland, **Sasol** (nyse: [SSL](#) - [news](#) - [people](#)) (raw materials) of [South Africa](#), and the State Bank of India. **Nokia** (nyse: [NOK](#) - [news](#) - [people](#)) and Samsung showed the greatest decline in reputation, as ranked by the Reputation Institute.

Reputation Institute co-founder Charles Fombrun said PKN Orlen's positive media coverage and its attempt at expansion have bolstered the company's public image as it emerges as central Europe's largest oil company. The same success applies to the Bank of India with its rapid growth, despite consumers' general distrust of banking worldwide.

In 2006, the Reputation Institute launched its inaugural list of the world's most respected companies. For this year's study, the institute surveyed more than 60,000 respondents during February and March. More than 150,000 separate company ratings were obtained to measure more than 1,000 companies in 27 countries. Respondents voted only on domestic companies.

A standardized measurement system is used to rate the overall health of 600 of the world's largest companies, based on annual revenue and a gross domestic product-weighted system.

Had the list of companies been culled based solely on highest annual revenue, the U.S. would've been over-represented. There are 150 U.S. companies on the list. It also includes 40 companies from Japan, 35 each from China and the U.K., 30 each from France and Germany, and 20 from Russia.

Each company's overall Global Pulse score is based on what the Reputation Institute calls the seven dimensions of reputation: products and services, innovation, workplace, citizenship, governance, leadership and performance. The most influential dimensions are products and services and citizenship.

Top-tier companies and industries received a score higher than 80 in the study. The global mean, or average score, was 64.2. According to the study, the general public tends to rate makers of consumer products, computers and electronics well above the global mean. The results indicate relative appreciation for those customer sectors and suggest a favorable operating environment for companies in these sectors.

The Global 600 are separated into 24 industries. Based on reputation, consumer products (72.75) ranked the highest on national and international scales. The [energy industry](#) (51.45) had the worst reputation in the U.S., while telecommunications companies (56.18) had the worst reputation among consumers worldwide.

Reputation Institute Report

Reputation Institute Global 200

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Rank	Company	Country	Industry	2008 Pulse Score	2007 Pulse Score	Change
1	Toyota Motor Corp.	Japan	Automotive	86.53	82.79	3.74
2	Google	US	Information & Media	85.23	New	
3	IKEA	Sweden	Retail - General	84.14	84.05	0.09
4	Ferrero	Italy	Food & Tobacco	83.52	82.63	0.89
5	Johnson & Johnson	US	Consumer Products	83.48	78.8	4.68
6	Tata Group	India	Conglomerate	82.84	72.37	10.47
7	Kraft Foods Inc.	US	Food & Tobacco	82.79	81.07	1.72
8	Novo Nordisk	Denmark	Pharmaceuticals	82.28	79.09	3.18
9	Grupo Bimbo, S.A.	Mexico	Food & Tobacco	81.75	76.08	5.67
10	Migros (Federation of Migros Cooperatives)	Switzerland	Retail - Food	81.54	75.16	6.37
11	General Mills	US	Food & Tobacco	81.34	New	
12	Walt Disney	US	Information & Media	81.22	78.37	2.85
13	Haier Corporation	China	Electrical & Electronics	81.19	75.18	6.01
14	Infosys Technologies Limited	India	Computer	81.18	72.62	8.56
15	United Parcel Service	US	Transport & Logistics	81.05	80.06	1
16	Sharp Corp.	Japan	Electrical & Electronics	80.44	75.58	4.85
17	Coop	Norway	Retail - Food	80.43	76.29	4.14
18	Jean Coutu Group	Canada	Retail - General	80.11	80.04	0.07
19	El Corte Inglés	Spain	Retail - General	80	80.63	-0.63
20	Petrobras	Brazil	Energy	79.97	82.19	-2.22
21	Carlsberg	Denmark	Beverage	79.82	75.79	4.03
22	3M	US	Industrial Products	79.79	75.06	4.73

23	Barilla	Italy	Food & Tobacco	79.44	83.53	-4.1
24	Grupo Gerdau	Brazil	Raw Materials	79.26	77.73	1.53
25	Robert Bosch GmbH	Germany	Electrical & Electronics	79.22	77.98	1.23
26	Kone	Finland	Industrial Products	79.12	75.19	3.92
27	Mercadona	Spain	Retail - Food	78.9	83.39	-4.49
28	Matsushita Electric Industrial Co. Ltd.	Japan	Electrical & Electronics	78.88	80.56	-1.68
29	Marks & Spencer Group	UK	Retail - General	78.78	80.19	-1.41
30	Sobeys	Canada	Retail - Food	78.74	71.87	6.87
31	Philips Electronics	The Netherlands	Electrical & Electronics	78.72	79.82	-1.11
32	Volvo bilar	Sweden	Automotive	78.57	76.25	2.32
33	Xerox	US	Industrial Products	78.44	New	
34	Bridgestone Corp.	Japan	Automotive	78.09	77.77	0.32
35	Canon Inc.	Japan	Electrical & Electronics	78.07	80.82	-2.74
36	Colgate-Palmolive	US	Consumer Products	78.04	New	
37	AEON Co. Ltd.	Japan	Retail - Food	78	71.77	6.23
38	Sony Corp.	Japan	Electrical & Electronics	78	75.16	2.84
39	Honda Motor Co. Ltd.	Japan	Automotive	77.79	80.6	-2.81
40	Usiminas	Brazil	Raw Materials	77.74	73.5	4.24
41	China Faw Group Corporation	China	Automotive	77.61	68.34	9.27
42	Lukoil	Russia	Energy	77.49	79.35	-1.85
43	Vale	Brazil	Raw Materials	77.39	79.31	-1.92
44	A.P. Møller - Mærsk	Denmark	Transport & Logistics	77.35	83.39	-6.03
45	Cadbury Schweppes	UK	Food & Tobacco	77.32	New	
46	Copec	Chile	Energy	77.27	74.15	3.12
47	Texas Instruments	US	Computer	77.22	New	
48	Eastman Kodak	US	Consumer Products	77.13	New	
49	General Electric	US	Conglomerate	76.82	73.96	2.86
50	Correios	Brazil	Services	76.64	New	
51	Sara Lee	US	Food & Tobacco	76.48	New	
52	FedEx	US	Transport & Logistics	76.28	79.39	-3.11
53	Deere & Co	US	Industrial Products	76.12	74.99	1.13
54	Grupo Votorantim	Brazil	Conglomerate	76.1	75.62	0.49
55	Goodyear	US	Automotive	76	68.46	7.54
56	Gazprom	Russia	Energy	75.99	78.05	-2.06
57	Nestlé	Switzerland	Food & Tobacco	75.78	70.84	4.93
58	ALDI	Germany	Retail - Food	75.72	77.75	-2.03
59	L'Oreal	France	Consumer Products	75.68	78.44	-2.76
60	Sberbank	Russia	Financial - Bank	75.56	81.96	-6.4

61	Inditex (Zara)	Spain	Retail - General	75.55	73.41	2.14
62	FUJIFILM Holdings Corp.	Japan	Consumer Products	75.51	72.76	2.75
63	Apple	US	Electrical & Electronics	75.42	73.71	1.71
64	Michelin	France	Automotive	75.34	81.67	-6.33
65	Deutsche Lufthansa AG	Germany	Airlines & Aerospace	75.19	78.65	-3.46
66	Hewlett-Packard	US	Computer	75.1	71.35	3.75
67	Intel	US	Computer	74.94	72.73	2.21
68	Publix Super Markets Inc.	US	Retail - Food	74.91	74.01	0.9
69	Heineken	The Netherlands	Beverage	74.79	75.15	-0.36
70	Caterpillar	US	Industrial Products	74.78	75.24	-0.46
71	Scania	Sweden	Automotive	74.77	74.71	0.06
72	CSN	Brazil	Raw Materials	74.64	74.96	-0.31
73	Hydro	Norway	Raw Materials	74.58	73.33	1.25
74	Indesit Company	Italy	Electrical & Electronics	74.57	70.69	3.88
75	Seven & I Holdings Co. Ltd.	Japan	Retail - Food	74.56	71.53	3.02
76	Whirlpool	US	Consumer Products	74.41	New	
77	Maruti Udyog (Suzuki) Ltd	India	Automotive	74.38	70.6	3.77
78	Boeing	US	Airlines & Aerospace	74.37	71.64	2.74
79	Costco Wholesale	US	Retail - General	74.33	72.45	1.88
80	Morrison (Wm) Supermarkets	UK	Retail - Food	74.32	71.83	2.49
81	Alimentation Couche-Tard	Canada	Retail - Food	74.26	71.21	3.05
82	Dell	US	Computer	74.26	70.09	4.17
83	Coca-Cola	US	Beverage	74.24	77	-2.76
84	Marriott International	US	Services	74.14	New	
85	Sainsbury (J)	UK	Retail - Food	74.07	72.57	1.5
86	Aker	Norway	Industrial Products	73.98	71.87	2.1
87	Luxottica	Italy	Consumer Products	73.97	77.26	-3.29
88	BMW AG	Germany	Automotive	73.9	78.89	-4.99
89	Pirelli	Italy	Automotive	73.89	67.44	6.46
90	Magnitogorsk Iron and Steel Works OAO	Russia	Raw Materials	73.72	81.17	-7.45
91	Lan	Chile	Airlines & Aerospace	73.61	69.09	4.52
92	Berkshire Hathaway	US	Financial - Diversified	73.58	73.59	0
93	Canadian Tire	Canada	Retail - General	73.5	77.53	-4.03
94	Coop Italia	Italy	Retail - Food	73.22	71.44	1.78
95	Norilsk Nickel	Russia	Raw Materials	73.07	74.91	-1.84
96	Walgreen	US	Retail - General	73.01	68.77	4.24

97	Toys 'R' Us	US	Retail - General	72.86	New	
98	Procter & Gamble	US	Consumer Products	72.85	76.25	-3.39
99	Daimler AG	Germany	Automotive	72.85	70.03	2.81
100	PepsiCo	US	Beverage	72.76	74.91	-2.15
101	Grupa LOTOS	Poland	Energy	72.6	63.06	9.54
102	Office Depot	US	Retail - General	72.59	New	
103	Banco de Chile	Chile	Financial - Bank	72.59	70.08	2.5
104	TUI AG	Germany	Transport & Logistics	72.59	67.35	5.24
105	Fidelity Investments	US	Financial - Diversified	72.57	New	
106	Aceitera General Deheza	Argentina	Food & Tobacco	72.53	New	
107	State Bank of India	India	Financial - Bank	72.4	61.09	11.31
108	IBM	US	Computer	72.39	69.06	3.34
109	Hitachi Ltd.	Japan	Electrical & Electronics	72.38	70.57	1.81
110	Peugeot S.A.	France	Automotive	72.32	68.5	3.83
111	Grupo Sonae	Portugal	Conglomerate	72.27	73.44	-1.17
112	Grupo Modelo	Mexico	Beverage	72.21	72.34	-0.13
113	Esselunga	Italy	Retail - Food	72.15	71.48	0.68
114	Best Buy	US	Retail - General	72.08	69.44	2.64
115	Staples	US	Retail - General	72.01	New	
116	Evraz Group S.A	Russia	Raw Materials	71.89	New	
117	Qantas Airways	Australia	Airlines & Aerospace	71.82	71.29	0.53
118	Lowe's Cos	US	Retail - General	71.76	70.85	0.9
119	Cemex S.A.B. de C.V.	Mexico	Industrial Products	71.75	72.14	-0.4
120	Henkel	Germany	Consumer Products	71.7	77.34	-5.64
121	Centres E. Leclerc	France	Retail - General	71.66	68.18	3.48
122	Sony Ericsson	Sweden	Electrical & Electronics	71.61	72.6	-0.99
123	Aflac	US	Financial - Insurance	71.59	New	
124	Bombardier Inc.	Canada	Airlines & Aerospace	71.58	73.28	-1.69
125	Home Depot	US	Retail - General	71.49	69.76	1.72
126	NIKE	US	Consumer Products	71.47	New	
127	Sasol	South Africa	Raw Materials	71.38	59.13	12.26
128	Unilever	UK	Consumer Products	71.28	74.19	-2.91
129	Repsol YPF	Spain	Energy	71.25	75.03	-3.78
130	CVS	US	Retail - General	71.14	69.37	1.77
131	Hindustan Lever Limited	India	Consumer Products	71.13	69.17	1.95
132	Pão de Açúcar	Brazil	Retail - Food	71.1	78.09	-6.99
133	Seat	Spain	Automotive	71.05	New	
134	Rosneft	Russia	Energy	71.04	77.29	-6.25
135	Denso	Japan	Automotive	71.03	New	
136	PKN Orlen	Poland	Energy	70.76	56.36	14.4

137	Microsoft	US	Computer	70.52	72.95	-2.43
138	StatoilHydro	Norway	Energy	70.5	New	
139	Suzuki Motor Corporation	Japan	Automotive	70.44	74.5	-4.06
140	Unilever	The Netherlands	Consumer Products	70.37	70.74	-0.37
141	Surgutneftegas	Russia	Energy	70.35	73.82	-3.47
142	Renault	France	Automotive	70.26	61.63	8.64
143	BASF AG	Germany	Chemicals	70.26	68.85	1.41
144	Diageo	UK	Beverage	70.22	62.96	7.26
145	Kesko	Finland	Retail - General	70.2	68.85	1.35
146	NEC Corp.	Japan	Electrical & Electronics	70.16	67.98	2.18
147	Hero Honda Motors Limited	India	Automotive	70.15	65.62	4.54
148	KDDI Corp.	Japan	Telecommunications	70.14	75.42	-5.28
149	Lenovo	China	Computer	70.12	76.51	-6.38
150	GDF	France	Utilities	70.11	64.05	6.05
151	Otto Group	Germany	Conglomerate	70.05	67.32	2.73
152	Anheuser-Busch Cos	US	Beverage	70.05	New	
153	Tesco	UK	Retail - Food	70.02	75.92	-5.89
154	Kroger	US	Retail - Food	69.96	65.64	4.32
155	Ahold	The Netherlands	Retail - Food	69.94	66.62	3.32
156	JC Penney	US	Retail - General	69.92	73.71	-3.79
157	Honeywell International	US	Industrial Products	69.79	65.92	3.88
158	Empresas CMPC S.A.	Chile	Raw Materials	69.72	73.99	-4.28
159	Associated British Foods	UK	Food & Tobacco	69.69	New	
160	Outokumpu Oyj	Finland	Raw Materials	69.67	67.66	2.01
161	Life Insurance Corpn. of India (LIC)	India	Financial - Insurance	69.66	70.41	-0.75
162	Volkswagen AG	Germany	Automotive	69.64	69.99	-0.35
163	LG Electronics Inc.	South Korea	Electrical & Electronics	69.52	62.8	6.72
164	EDF	France	Utilities	69.51	69.37	0.14
165	Banco do Brasil	Brazil	Financial - Bank	69.41	70.2	-0.78
166	Kohl's	US	Retail - General	69.31	New	
167	Enterprise Rent-A-Car	US	Automotive	69.25	New	
168	Bayer AG	Germany	Pharmaceuticals	69.23	68.37	0.87
169	Bajaj Auto Limited	India	Automotive	69.22	65.81	3.41
170	Motorola	US	Electrical & Electronics	69.2	66.66	2.54
171	Safeway	US	Retail - Food	69.16	68.41	0.75
172	Cepsa	Spain	Energy	69.16	67.49	1.68

173	Express Scripts	US	Services	69.13	New	
174	NLMK	Russia	Raw Materials	69.08	69.82	-0.74
175	Tyson Foods	US	Food & Tobacco	69.04	66.79	2.25
176	Braskem	Brazil	Chemicals	69.03	68.79	0.24
177	Nokia	Finland	Electrical & Electronics	69.03	77.76	-8.73
178	Casas Bahia	Brazil	Retail - General	68.94	New	
179	British Airways	UK	Airlines & Aerospace	68.88	64.72	4.16
180	BAE Systems	UK	Airlines & Aerospace	68.84	New	
181	Grupo Jerónimo Martins	Portugal	Retail - Food	68.82	68.35	0.47
182	Mapfre	Spain	Financial - Insurance	68.8	74.29	-5.49
183	TNK BP	Russia	Energy	68.73	New	
184	Lockheed Martin	US	Airlines & Aerospace	68.65	67.63	1.01
185	Midea Group Co., Ltd.	China	Electrical & Electronics	68.6	67.67	0.93
186	Oil & Natural Gas Corpn. Ltd. (ONGC)	India	Energy	68.6	66.99	1.61
187	China Construction Bank	China	Financial - Bank	68.58	63.89	4.69
188	Standard Bank	South Africa	Financial - Bank	68.54	66.97	1.56
189	Coop Danmark	Denmark	Retail - Food	68.52	69.85	-1.33
190	Grupo Odebrecht	Brazil	Conglomerate	68.52	64.34	4.18
191	Mahindra & Mahindra Limited	India	Automotive	68.45	69.05	-0.61
192	Autogrill	Italy	Retail - Food	68.4	67.08	1.32
193	Novartis	Switzerland	Pharmaceuticals	68.38	61.69	6.69
194	FUJITSU LIMITED	Japan	Computer	68.38	70.36	-1.98
195	Kingfisher	UK	Retail - General	68.34	61.94	6.4
196	Samsung Electronics Co. Ltd.	South Korea	Electrical & Electronics	68.33	77.02	-8.69
197	Airbus	France	Airlines & Aerospace	68.15	73.26	-5.11
198	Dongfeng Motor Corporation	China	Automotive	68.12	67.67	0.44
199	Indian Oil Corp. Ltd. (IOC)	India	Energy	68	64.41	3.59



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Toyota

Industry: Automotive

Country: Japan

Who they are: The company is engaged in the design, manufacture and sale of sedans, compact cars, sport utility vehicles, trucks and related parts and accessories throughout the world. It also provides financing, vehicle and equipment leasing and other financial services.

Pulse Score:86.53

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Google

Industry: Information & Media

Country: U.S.

Who they are: The company provides targeted advertising and global Internet search solutions as well as intranet solutions via an enterprise search appliance.

Pulse Score: 85.23

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IKEA

Industry: Retail-General

Country: Sweden

Who they are: The company sells home furnishings and other housewares in about 270 stores in 35 countries.

Pulse Score: 84.14



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Ferrero

Industry: Food & Tobacco

Country: Italy

Who they are: The company is one of the world's largest chocolate producers. It makes treats such as Rocher chocolates and its original product, the chocolate-hazelnut spread Nutella.

Pulse Score: 83.52

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SUCCESS

*Based on 2007 Amway sales

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Johnson & Johnson

Industry: Consumer Products

Country: U.S.

Who they are: A holding company engaged in research and development, manufacture and sale of products in the health care field. It focuses on products related to human health and well-being.

Pulse Score: 83.48



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Tata Group

Industry: Conglomerate

Country: India

Who they are: India's largest industrial conglomerate runs more than 90 companies in seven main business sectors: chemicals, communications and information technology, consumer products, energy, engineering, materials and services.

Pulse Score: 82.84



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Kraft Foods

Industry: Food & Tobacco

Country:U.S.

Who they are: The company through its subsidiaries manufactures and markets packaged foods and beverages worldwide.

Pulse Score: 82.79



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Novo Nordisk

Industry: Pharmaceuticals

Country: Denmark

Who they are: A health care company, engaged in the discovery, development, manufacture and marketing of pharmaceutical products. It operates in two segments, Diabetes Care and Biopharmaceuticals.

Pulse Score: 82.28

Courtesy of Novo Nordisk



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Grupo Bimbo, S.A.

Industry: Food & Tobacco

Country: Mexico

Who they are: Bimbo and its subsidiaries are engaged in the manufacture, distribution and sale of bread, cookies, cakes, candies, chocolates, snacks, tortillas and processed foods. (Source: Google Finance)

Pulse Score:81.75

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Migros (Federation of Migros Cooperatives)

Industry: Retail-Food

Country: Switzerland

Who they are: The company is composed of 10 regional cooperatives and owns 18 food and beverage manufacturing operations. It is the No. 1 retailer and the largest employer in Switzerland. (Source: Google Finance)

Pulse Score:81.54

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