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Survey: Reputation is Everything



"Reputation is character minus what you've been caught doing," wrote humorist **Michael Iapoco** in 1988. A new survey from the **Reputation Institute**, which measures the "overall respect, trust, esteem, admiration and good feelings consumers hold" towards the nation's top companies, seems to confirm just that.

Not a single financial-services company cracked the top 25, though **Berkshire Hathaway** came close and, unsurprisingly, got the best marks in the sector. **Fidelity Investments**, a newcomer to the survey, was a close second, beating out — yes — **Goldman Sachs Group**, which took third.

The company with the worst reputation was **Countrywide Financial**. **Bear Stearns** and **Citigroup** also received poor scores, though **Capital One**, oddly, garnered the second-worst ranking of the sector (perhaps their commercials don't go over well?).

Overall, **Google** took the top honors, while **Johnson & Johnson** got the silver and **Kraft Foods** got the bronze. **Apple** came in at an unimpressive 17th. [Read full results and other sector results.](#) —*Kelly Evans*

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