

Reputation

The World's Most Reputable Companies

Klaus Kneale, 05.06.09, 12:01 AM EDT

Reputation Institute releases its ranking of the popularity of 600 companies around the globe. On top: chocolate-maker Ferrero.

In tough times luxuries are the first to go. Still, people love their chocolate. More specifically, they still love the Italy-based chocolate producer Ferrero.

Reputation Institute ranks Ferrero as the most reputable company on the planet right now. The company's pulse score, a 0 to 100 reputation rating, has moved from 83.52 last year up to 85.17. Not only does that bring Ferrero up from fourth place last year to first, but it puts it more than a full point ahead of second ranked IKEA. A difference of more than 0.5 is considered significant.

Johnson & Johnson ([JNJ - news - people](#)), which placed first in the U.S. for reputation, lands third globally. Kraft foods places eighth, making the U.S. one of only two countries with two businesses in the global top ten. Brazil is the other. Its

Petrobras and Sadia landed fourth and fifth respectively. (For rankings within the U.S., see [this article](#).)

Biggest Gainers	Country	Industry	2009 Pulse	One-Year Change
ICBC	China	Banking	71.26	16.38
Commonwealth Bank of Australia	Australia	Banking	62.76	14.47
China Telecom	China	Telecommunications	57.47	13.66
Stora Enso (SEO - news - people)	Finland	Raw Materials	48.62	13.35
Dow Chemical (DOW - news - people)	United States	Chemicals	63.95	13.31

Reputation Institute collected survey data on 600 companies globally. Only people in a company's home country and familiar with the company could rate it. So Americans could only rate American companies they knew about. It seems they don't like their companies as much as Brazilians do.

Brazil had the second highest percentage of its participating companies ranked above the global average--76%--while 62% of American companies received pulse scores above the average. However it's the people of India who love their companies the best. Of India's 27 corporations ranked by the institute, 24 (89%) placed above the average. Seventeen of them landed in the top third of the list.

Meanwhile, France and Germany (with 30 and 31 companies rated for the list) scored less than half their companies as above average--France 43% and Germany a sorry 32%. Not one of Germany's companies even made the top 50, and only one of France's did.

Biggest Losers	Country	Industry	2009 Pulse	One-Year Change
AIG (AIG - news - people)	United States	Insurance	34.27	-27.52
Fortis (FORSY.PK - news - people)	the Netherlands	Insurance	43.00	-19.57
Sasol (SSL - news - people)	South Africa	Energy	53.07	-18.32
Standard Bank	South Africa	Banking	50.74	-17.80
Goldman Sachs (GS - news - people)	United States	Diversified Financials	49.81	-17.31

In terms of whole industries, [consumer products](#) still reign supreme --now more than ever. The average rating for consumer products companies is 75.76. That's 3.37 higher than the beverage industry, which came in second. Remember that anything more than 0.5 is significant.

Transport and logistics was the industry with the largest global change in reputation this year. Positive swings for companies like [FedEx \(FDX - news - people \)](#) and [Union Pacific \(UNP - news - people \)](#)

Railroad moved the industry's average score up by 5.6 points. It still sits at 14th out of 25 industries, but that's a move in the right direction.

Electrical and electronic goods and services fell the most this year, declining two points. What's a bit surprising is that the diversified financials sector fell only a point and a half--though it started in the low 60s and electronics started in the low 70s.

Overall it has been a surprisingly quiet year for reputations, all things considered. Of the 600 companies measured, 65% had changes in their pulse scores of less than 5. Only 7% had changes of more than 10. In fact, the average pulse score globally is the same as it was last year at 64.22.

Reputation Institute has found that a good reputation definitely helps a company's bottom line. Business isn't always a popularity contest, but you might be surprised how often it is.

Methodology: The Reputation Institute's Global Pulse is a measure of corporate reputation calculated by averaging perceptions of four indicators--trust, esteem, admiration, and good feeling--obtained from a representative sample of at least 100 respondents in the companies' home countries. The Global Pulse scores are on a scale of 0 to 100.

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World's Most Reputable Companies: The Rankings

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Reputation Institute's annual survey rated 600 companies. Here's who made the top 200.

COMPANY	COUNTRY	INDUSTRY	GLOBAL PULSE SCORE		
			RANK	PULSE	ONE-YEAR CHANGE
Ferrero	Italy	Consumer Products	1	85.17	1.64
Ikea	Sweden	General Retail	2	83.98	-0.16
Johnson & Johnson	United States	Consumer Products	3	83.58	0.10
Petrobras	Brazil	Energy	4	82.37	2.40
Sadia	Brazil	Food Manufacturing	5	82.06	New
Nintendo	Japan	Computer	6	81.63	New
Christian Dior	France	Consumer Products	7	81.37	New
Kraft Foods	United States	Food Manufacturing	8	81.09	-1.70
Mercadona	Spain	Food Retail	9	80.99	2.09
Singapore Airlines	Singapore	Airlines & Aerospace	10	80.97	New
Tata	India	Conglomerate	11	80.89	-1.95
UPS	United States	Transport & Logistics	12	80.84	-0.21
General Mills	United States	Food Manufacturing	13	80.80	-0.54
El Corte Inglés	Spain	General Retail	14	80.80	0.80
Matsushita Electric Industrial	Japan	Electrical & Electronics	15	80.31	1.43
FedEx	United States	Transport & Logistics	16	80.30	4.01
Grupo Bimbo	Mexico	Food Manufacturing	17	80.22	-1.53
Honda Motor	Japan	Automotive	18	79.86	2.07
Whirlpool	United States	Consumer Products	19	79.86	5.45
Votorantim	Brazil	Conglomerate	20	79.59	3.49
Walt Disney Company	United States	Information & Media	21	79.44	-1.78
China Faw	China	Automotive	22	79.35	1.74
Google	United States	Information & Media	23	78.80	-6.44
China Merchants Bank	China	Banking	24	78.72	New
Caterpillar	United States	Industrial Products	25	78.69	3.91
Costco Wholesale	United States	General Retail	26	78.53	4.20
Sberbank	Russia	Banking	27	78.26	2.70
Vale	Brazil	Raw Materials	28	78.18	0.80
State Bank of India	India	Banking	29	78.11	5.71
Microsoft	United States	Computer	30	78.05	7.53
A.P. Møller-Maersk	Denmark	Transport & Logistics	31	78.04	0.69
3M	United States	Industrial Products	32	77.88	-1.90
Philips	the Netherlands	Electrical & Electronics	33	77.85	-0.87
Haier	China	Electrical & Electronics	34	77.80	-3.39
Siam Cement	Thailand	Industrial Products	35	77.78	New
Colgate-Palmolive	United States	Consumer Products	36	77.65	-0.38
Will-Bill-Dann Foods	Russia	Food Manufacturing	37	77.51	New
Kimberly-Clark	United States	Consumer Products	38	77.47	New
Infosys Technologies	India	Computer	39	77.45	-3.73
Raiffeisen Group	Switzerland	Banking	40	77.37	New
Sharp	Japan	Electrical & Electronics	41	77.29	-3.15
William Morrison Supermarkets	United Kingdom	Food Retail	42	77.16	2.84
POSCO	South Korea	Raw Materials	43	77.11	New
Procter & Gamble	United States	Consumer Products	44	77.08	4.23

COMPANY	COUNTRY	INDUSTRY	GLOBAL PULSE SCORE		
			RANK	PULSE	ONE-YEAR CHANGE
Nokia	Finland	Electrical & Electronics	45	76.75	7.72
PepsiCo	United States	Beverage	46	76.69	3.94
Larsen & Toubro	India	Construction/Engineering	47	76.58	New
Sainsbury	United Kingdom	Food Retail	48	76.43	2.36
Maruti Udyog	India	Automotive	49	76.26	1.88
General Electric	United States	Conglomerate	50	76.20	-0.63
LG Electronics	South Korea	Electrical & Electronics	51	76.19	6.67
Apple	United States	Computer	52	76.15	0.73
Deutsche Lufthansa	Germany	Airlines & Aerospace	53	75.96	0.77
Kroger	United States	Food Retail	54	75.89	5.93
Amazon.com	United States	General Retail	55	75.74	New
LVMH Group	France	Consumer Products	56	75.67	New
Delhaize	Belgium	Food Retail	57	75.64	New
FEMSA	Mexico	Beverage	58	75.62	7.93
Toyota	Japan	Automotive	59	75.60	-10.93
Inditex	Spain	General Retail	60	75.36	-0.19
Lowe's	United States	General Retail	61	75.33	3.57
L'Oreal	France	Consumer Products	62	75.26	-0.43
Gerdau	Brazil	Raw Materials	63	75.14	-4.11
Bridgestone	Japan	Automotive	64	75.09	-3.00
Berkshire Hathaway	United States	Diversified Financials	65	75.03	1.44
Volkswagen	Germany	Automotive	66	75.03	5.38
Publix Super Markets	United States	Food Retail	67	75.02	0.11
Lukoil	Russia	Energy	68	75.01	-2.48
Hindustan Unilever	India	Consumer Products	69	74.99	3.86
Michelin	France	Automotive	70	74.98	-0.36
Kamaz	Russia	Automotive	71	74.86	New
EDF	France	Utilities	72	74.83	5.32
Texas Instruments	United States	Computer	73	74.70	-2.52
Samsung Electronics	South Korea	Electrical & Electronics	74	74.63	6.29
Haci Omer Sabanci Holding	Turkey	Diversified Financials	75	74.62	New
Hewlett-Packard	United States	Computer	76	74.59	-0.51
John Deere	United States	Industrial Products	77	74.47	-1.66
Kohl's	United States	General Retail	78	74.37	5.06
Coca-Cola Company	United States	Beverage	79	74.33	0.09
Seven & I Holdings	Japan	Food Retail	80	74.32	-0.24
SAB Miller	United Kingdom	Beverage	81	74.25	7.13
Hitachi	Japan	Electrical & Electronics	82	74.24	1.86
Air France-KLM	France	Airlines & Aerospace	83	74.23	9.34
Usiminas	Brazil	Raw Materials	84	74.10	-3.65
Meijer	United States	General Retail	85	74.05	6.67
Wuliangye Group	China	Beverage	86	73.96	New
Kirin Holdings Company	Japan	Beverage	87	73.90	New
Xerox	United States	Industrial Products	88	73.82	-4.62
VTB Bank	Russia	Banking	89	73.75	New
Pirelli	Italy	Automotive	90	73.71	-0.18
BHP Billiton	United Kingdom	Raw Materials	91	73.69	New
JC Penney	United States	General Retail	92	73.68	3.77
Unilever	United Kingdom	Consumer Products	93	73.60	2.32
LALA	Mexico	Food Manufacturing	94	73.52	New
ITC Limited	India	Conglomerate	95	73.50	10.13
Gazprom	Russia	Energy	96	73.45	-2.54

COMPANY	COUNTRY	INDUSTRY	GLOBAL PULSE SCORE		
			RANK	PULSE	ONE-YEAR CHANGE
Goodyear	United States	Automotive	97	73.45	-2.55
Cisco	United States	Computer	98	73.44	5.69
Grupo Modelo	Mexico	Beverage	99	73.36	1.15
Bombardier	Canada	Airlines & Aerospace	100	73.36	1.78
Legend Holdings	China	Conglomerate	101	73.35	New
Canara Bank	India	Banking	102	73.34	New
MTS	Russia	Telecommunications	103	73.31	New
IBM	United States	Computer	104	73.25	0.86
Peugeot	France	Automotive	105	73.23	0.91
Dell	United States	Computer	106	73.22	-1.04
Cemex	Mexico	Industrial Products	107	73.17	1.42
GlaxoSmithKline	United Kingdom	Pharmaceuticals	108	73.16	8.02
Voestalpine	Austria	Raw Materials	109	73.14	New
Robert Bosch	Germany	Electrical & Electronics	110	73.11	-6.11
Hindustan Petroleum	India	Energy	111	73.08	New
Indian Oil	India	Energy	112	73.01	5.01
Pão de Açúcar	Brazil	Food Retail	113	72.94	1.85
Formosa Petrochemi	Taiwan	Energy	114	72.91	New
ALDI	Germany	Food Retail	115	72.84	-2.88
Wipro	India	Computer	116	72.77	6.56
Eni	Italy	Energy	117	72.75	9.84
Shanghai Automobile Industry Group	China	Automotive	118	72.72	8.96
Best Buy	United States	General Retail	119	72.44	0.37
Coop	Italy	Food Retail	120	72.39	-0.83
Severstal	Russia	Raw Materials	121	72.29	5.25
Tesco	United Kingdom	Food Retail	122	72.29	2.26
Toys 'R' Us	United States	General Retail	123	72.27	-0.59
Banco do Brasil	Brazil	Banking	124	72.26	2.84
Volvo bilar	Sweden	Automotive	125	72.24	-6.33
Sony	Japan	Electrical & Electronics	126	72.21	-5.78
Walgreen	United States	General Retail	127	72.21	-0.80
Weyhaeuser	United States	Raw Materials	128	72.19	New
Bank of Communications	China	Banking	129	72.17	5.16
Medtronic	United States	Services	130	72.17	New
Vimpel Communications	Russia	Telecommunications	131	72.05	New
Reliance Group	India	Conglomerate	132	72.03	10.74
Denso	Japan	Automotive	133	71.78	0.74
StatoilHydro	Norway	Energy	134	71.75	New
Target	United States	General Retail	135	71.74	4.36
Rosneft	Russia	Energy	136	71.72	0.68
Mahindra & Mahindra	India	Automotive	137	71.61	3.16
Baltika	Russia	Beverage	138	71.52	New
Union Pacific Railroad	United States	Transport & Logistics	139	71.40	4.10
Fujifilm	Japan	Consumer Products	140	71.39	-4.12
AstraZeneca	United Kingdom	Pharmaceuticals	141	71.39	5.63
Charoen Pokphand Group	Thailand	Conglomerate	142	71.37	New
Unilever	the Netherlands	Consumer Products	143	71.34	0.97
Wilmar International	China	Food Manufacturing	144	71.33	New
CRH	Ireland	Industrial Products	145	71.28	New
Ahold	the Netherlands	Food Retail	146	71.27	1.34
ICBC	China	Banking	147	71.26	16.38
Norilsk Nickel	Russia	Raw Materials	148	71.24	-1.83

COMPANY	COUNTRY	INDUSTRY	GLOBAL PULSE SCORE		
			RANK	PULSE	ONE-YEAR CHANGE
Home Depot	United States	General Retail	149	71.06	-0.43
Galanz	China	Electrical & Electronics	150	71.05	New
China Construction Bank	China	Banking	151	71.04	2.46
Grupo Maseca	Mexico	Food Manufacturing	152	70.89	New
Uni-President Enterprise Co.	Taiwan	Food Manufacturing	153	70.87	New
Nestlé	Switzerland	Food Manufacturing	154	70.84	-4.94
Wolseley	United Kingdom	Industrial Products	155	70.72	New
Dongfeng Motor	China	Automotive	156	70.66	2.55
Intel	United States	Computer	157	70.53	-4.40
Tukiye Is Bankasi	Turkey	Diversified Financials	158	70.51	New
Bosideng	China	Consumer Products	159	70.50	New
DuPont	United States	Chemicals	160	70.46	New
Staples	United States	General Retail	161	70.40	-1.61
KDDI	Japan	Telecommunications	162	70.35	0.21
Bharti Airtel	India	Telecommunications	163	70.32	2.86
Office Depot	United States	General Retail	164	70.29	-2.30
Royal Bank of Canada	Canada	Banking	165	70.26	6.00
George Weston Limited	Canada	Food Manufacturing	166	70.25	5.27
Aflac	United States	Insurance	167	70.15	-1.44
Motorola	United States	Electrical & Electronics	168	70.01	0.81
Acer	Taiwan	Computer	169	70.00	New
Mapfre	Spain	Insurance	170	69.97	1.18
COFCO	China	Food Manufacturing	171	69.88	4.66
Rite Aid	United States	General Retail	172	69.85	3.93
Boeing	United States	Airlines & Aerospace	173	69.84	-4.54
Bank of Baroda	India	Banking	174	69.81	New
Bharat Petroleum	India	Energy	175	69.79	New
Nike	United States	Consumer Products	176	69.69	-1.78
Punjab National Bank	India	Banking	177	69.67	New
Shanghai Pudong Development Bank	China	Banking	178	69.65	New
Youngor	China	General Retail	179	69.60	New
CSN	Brazil	Raw Materials	180	69.56	-5.08
Midea Group	China	Electrical & Electronics	181	69.54	0.94
Kookmin Bank	South Korea	Banking	182	69.54	New
CITIC	China	Conglomerate	183	69.47	New
Garanti Bank	Turkey	Banking	184	69.47	New
Sears	United States	General Retail	185	69.45	7.66
Vodafone-Panafon	United Kingdom	Telecommunications	186	69.45	3.76
Abbott Laboratories	United States	Pharmaceuticals	187	69.40	7.14
PTT	Thailand	Energy	188	69.38	New
China Southern Airline	China	Airlines & Aerospace	189	69.36	4.00
Toshiba	Japan	Electrical & Electronics	190	69.28	3.41
State Farm Insurance	United States	Insurance	191	69.21	2.34
Woolworths	Australia	General Retail	192	69.05	5.27
Canon	Japan	Electrical & Electronics	193	69.08	-8.99
Bank of China	China	Banking	194	69.07	6.45
Ford Otomotiv Sanayi	Turkey	Automotive	195	69.05	New
Toronto-Dominion Bank	Canada	Banking	196	68.99	4.76
Embraer	Brazil	Airlines & Aerospace	197	68.96	New
New Hope Group	China	Raw Materials	198	68.94	New
Koch USA	United States	Conglomerate	199	68.90	8.41
Surgutneftegas	Russia	Energy	200	68.89	-1.46

Pulse scores are standardized at both the country and global levels.
 All Global Pulse scores that differ by more than +/-0.5 are significantly different.
 For more information on survey methodology, [click here](#).