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# Google and Apple are world's most reputable companies - study

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*Google and Apple are world's most reputable companies - study*

Google and Apple both took the top spot in a study of the world's most reputable companies, with Google reaching No 1 in Ireland.

The study was conducted by the Reputation Institute and involved more than 48,000 consumers across 15 countries. It covered seven key areas: products/services, innovation, governance, workplace, citizenship, leadership and performance.

Worldwide, Google and Apple were among the most trusted and respected companies, with Disney, BMW and [Lego](#) following.

Sony, Daimler, Canon, Intel and VW came next, rounding off the top 10 most reputable companies.

Google, Apple, Lego and Sony made the top 10 in nine of the 15 countries surveyed. Of the 100 companies, only 12 made the top 10 in five or more countries.

Each region had a separate winner. Kellogg's came first in North America and Google was No 1 in Latin America. Lego claimed the top spot in Europe, with Disney doing the same in Asia Pacific.

In Ireland, Google took the top spot in the study. Cadbury's came second and Kellogg's came third.

## **Lack of Irish companies**

Niamh Boyle, managing director of Corporate Reputations of the Reputation Institute, pointed out the absence of Irish companies in the global top 100.

"With the export sector a key focus, it is clear that Irish firms must integrate reputation management into the way that they do business," said Boyle.

"Companies like Google and Apple that invest in building and managing corporate reputations are forging ahead of their competitors.

"We are already seeing leading companies using reputation as a principal key performance indicator to predict business performance, as well as including reputation management in their annual report," she said.

## **Defined by reputation**

Within the Global RepTrak 100 study, higher-rated companies experienced a 9pc return on assets, with lesser-rated companies earning a 6pc return on assets.

"An organisation's reputation was once difficult to quantify, it never appeared in the annual report or on the balance sheet," said Boyle.

"But now it can be studied, measured and aligned with an organisation's overall business strategy.

"Many companies are defined by their reputations and building a sustainable reputation enhances their relationships with stakeholders and most importantly, with consumers.

"It is critical to growing a business, increasing market share and improving the bottom line. Global analysis shows that, on average, a 10pc increase in reputation score results in a 13pc increase in market value," Boyle said.

*Laura O'Brien*