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Page: 23

Extract: 1 of 2

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Headline: Reputation is Key - Google and Apple dominate global survey



Reputation is key Google and Apple dominate global survey

GOOGLE and Apple are the world's most reputable companies according to consumers across 15 countries. New research shows that Disney, BMW and LEGO make up the rest of the top five most-admired and trusted brands.

No Irish firms features in the findings published by the

Reputation Institute. In Ireland it found that Google takes the top slot, with Cadbury and Kelloggs taking the second and third.

The study provides an assessment of the global reputation landscape based on surveys of 48,000 consumers. Commenting on the findings

yesterday, Niamh Boyle, managing director of the Institute's Irish associate operation, said it is clear that Irish firms must integrate reputation management into the way they do business.

"Companies like Google and Apple that invest in building and managing corporate

reputations are forging ahead of their competitors," she said

Top-rated companies Google and Apple, along with LEGO and Sony, are the only companies to make the top 10 in nine of the 15 countries.

The Reputation Institute examined how these companies were perceived in four regions. Each region had a different winner: Kellogg's in North America, Google in Latin America, LEGO in Europe, and Disney in Asia Pacific.

At the announcement were John Herlihy, Google VP of online sales and operations, EMEA, and Niamh Boyle, MD of Corporate Reputations.

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