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**JOHN C. DVORAK**

**No More Odes to Bill Gates, Please**

Bill will by no means be out of the picture. This is not a real retirement, only a publicity stunt. Now can the media move on?!

**Google Tops Reputation Rankings**

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By [Brittany Petersen](#)

[Google](#) can now add yet another feather to its cap. In its [third annual survey of public opinion](#), the Reputation Institute, a consulting firm, has ranked Google's corporate reputation as number one among the 150 largest corporations in the U.S.

This is the first year Google has been included in the survey, but the company's growth pushed it into the 150 largest U.S. companies based on annual revenue for the 2008 survey. In addition to topping the overall list, Google placed first in 5 of the 7 "reputation dimensions," including Innovation, Workplace, Governance, Citizenship, and Performance.

Johnson & Johnson took second place in the U.S., also topping the two remaining reputation dimensions, Leadership and Products/Services.

The biggest technology companies all did quite well, placing in the top half of the U.S. rankings. The poll also surveyed consumer trust in entire industries; topping the list was the consumer product industry, followed by the computer industry and the electrical and electronic industry. At the very bottom was the telecommunications industry.

Google placed second worldwide, right behind Toyota Motor Corp. Google also took the prize in the worldwide "Workplace" dimension, which judges the public's opinion of how the company treats its employees. The worldwide survey takes into account 600 companies across 27 countries.

So who is dead last in corporate trust? In the U.S., it's [Halliburton](#). Worldwide, it's [Northern Rock](#), a British bank that was nationalized in February and is now run by the U.K. [government](#).

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