

## Article 2

**IKEA Tops Sweden's Corporate Reputation Ranking 2006**

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[Swedish News Digest](#)

English

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Swedish furniture retailer IKEA topped the country's annual corporate reputation ranking, compiled by New York-based research organisation The **Reputation Institute** (RI), Swedish media reported on June 8, 2006.

The survey was made for the third consecutive year and IKEA topped the list during all years.

In 2006 IKEA was followed by retailer ICA at the second position, Finnish mobile phone maker Nokia and carmaker Volvo Personvagnar at the third and fourth position respectively.

The research included 25 companies, represented in Sweden and interviews with 5,000 Swedes made by RI in co-operation with Nordic Brand Academy.

The companies in the survey were assessed according to products, management, innovation and performance, among other things.

(Editor's note: IKEA also topped the same rating in Norway for 2006, the Norwegian News Digest reported on May 31, 2006)

According to its website, IKEA operates over 200 stores in more than 30 countries. To cut transportation costs, the company uses flat packaging and customers assemble the products at home.

<http://www.ikea.com> , <http://www.aiidatapro.com> , [www.dagenshandel.se](http://www.dagenshandel.se)

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