Best Global Brands: 2015

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01	02	03	04	05	06	07	08
Ć	Google	Coca Cola	Microsoft	IBM	TOYOTA	SAMSUNG	%
+43% 70,276\$m	+12% 120,314\$m	-4% 78,423\$m	+11% 67,670 \$m	-10% 65,095\$m	+16% 49,048 \$m	0% 45,297\$m	-7% 42,267\$m
)9	10	11	12	13	14	15	16
M.	amazon		Mercedes-Benz	Dienep	intel	cisco.	ORACLE!
-6% 39,809\$m	+29% 37,948\$m	+9% 37,212\$m	+7% 36,711\$m	+13% 36,514 \$m	+4% 35,415 \$m	-3% 29,854\$m	+5% 27,283\$m
17	18	19	20	21	22	23	24
		HONDA	LOUIS VUITTON	H.M	Gillette	f	⊘ pepsl
+16% 23,070 \$m	-3% 23,056 \$m	+6% 22,975\$m	-1% 22,250 \$m	+5% 22,222\$m	-3% 22,218 \$m	+ 54% 22,029\$m	+3% 19,622\$m
25	26	27	28	29	30	31	32
AMERICAN EXPLIES	SAP	IKEA	Pampers.	Ups	ZARA	Budweiser	ebay
-3% 18,922 \$m	+8% 18,768 \$m	+4% 16,541\$m	+8% 15,267 \$m	+2% 14,723 \$m	+16% 14,031\$m	+7% 13,943 \$m	-3% 13,940 \$m
33	34	35	36	37	38	39	40
J.P.Morgan	Kelloggis		Nescafé.	HSBC 🖎	Ford	НУППОВІ	Canon
+10% 13,749 \$m	-6% 12,637\$m	-9% 12,545 \$m	+7% 12,257 \$m	-11% 11,656\$m	+6% 11,578\$m	+8% 11,293\$m	-4% 11,278 \$m
41	42	43	44	45	46	47	48
HERMÉS PARIS	accenture	L'ORÉAL PARIS	Audi	cîti	Goldman Sachs	PHILIPS	ANA
+22% I0,944\$m	+9% 10,800\$m	+6% 10,798 \$m	+5% 10,328\$m	+12% 9,784\$m	+9% 9,526\$m	-8% 9,400 \$m	+14% 9,254\$m
49	50	51	52	53	54	55	56
NISSAN	GUCCI	DANONE	Nestle	SIEMENS	Allianz (II)	Colgate	PORSCHE
+19% 9,082 \$m	-14% 8,882\$m	+5% 8,632\$m	+7% 8,588 \$m	-1% 8,553\$m	+10% 8,498 \$m	+3% 8,464\$m	+12% 8,055 \$m
57	58	59	60	61	62	63	64
Cartier	SONY	3M	Morgan Stanley	VISA	=== adidas	THOMSON REUTERS	6)
+6% 7,924 \$m	-5% 7.702 \$m	+17% 7.243\$m	+12% 7,083 \$m	+15% 6,870 \$m	-8% 6,811\$m	-12% 6,583\$m	+6% 6,509\$m
65	66	67	68	69	70	71	72
Panasonic	TIFFANY & CO.		Adobe	PRADA	ॐ Santander	xerox 🔊	CATERPILLAR
+2% 6,436 \$m	+6% 6,306\$m	+16% 6,266\$m	+17% 6,257\$m	+4% 6,222\$m	+13% 6,097 \$m	-9% 6,033\$m	-12% 5,976 \$m
73	74	75	76	77	78	79	80
BURBERRY	KIA		MasterCard	JohnsonaJohnson		MALTY SAVEST	DHL
+5% 5,873 \$m	+5% 5,666 \$m	-7% 5,639\$m	+17% 5,551\$m	+7% 5,533 \$m	-12% 5,530 \$m	+14% 5,460 \$m	+6% 5,391\$m
B1	82	83	84	85	86	87	88
Sonte	<i>LEGO</i>	JOHN DEERE	Mr jum	CHEVROLET	FedEx	LAND- -ROVER	HUAWEI
-5% 5,365 \$m	New 5,362 \$m	+2% 5,208 \$m	+6% 5,161\$m	+2% 5,133 \$m	+16% 5,130 \$m	+14% 5,109 \$m	+15% 4,952 \$m
89	90	91	92	93	94	95	96
Heineken'	πv	RALPH LAUREN	Josephia Walaza & A	Gorona.	SMIRNOFF	(Joenex	BOSS
+14% 4,822 \$m	-7% 4,763 \$m	-7% 4,629 \$m	-6% 4,540 \$m	+2% 4,456\$m	-4% 4,407\$m	- 7% 4,330 \$m	+3% 4,270 \$m
97	98	99	100	4 4		1 +	1 -1 2 4
PayPal	MINIE	MOÉT & CHANDON	Lenovo.				
lew 1,251 \$m	New 4,243\$m	New 4,131\$m	New 4,114 \$m				
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Source: Interbrand / Brandchannel.com

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