

The World's Leading Brands

A recent report reveals Microsoft has been toppled from its 'top brand in the world' spot by internet search giant Google. According to an annual report by market researchers Millward Brown, Google has made a massive leap to the top spot from last year's no.7 position.

The Millward Brown report ranks the 'Top 100 Most Powerful Brands' and this year's figures indicate Google as the best known brand on the planet. In 7th position in 2006, this year's jump to the top represent a huge 77% increase in brand value (a figure around £33 billion). What makes this achievement the more remarkable is that it places Google ahead of many well-known brand names that have been around for far longer.

Microsoft – last year's number one – dropped 2 places to the no3 spot, representing an 11% loss in brand value (a figure around £27.5 billion).

A spokesperson from Millward Brown is quoted as saying "Success stories from this year's Brandz Top 100 demonstrate that winning brands leverage major market trends effectively to create business value."

Total value of the top 100 brands has increased over 10% year on year. Here's the top 10 listing, along with their respective brand values:

1. Google—£33 billion
2. General Electric—£31 billion
3. Microsoft—£27.5 billion
4. Coca-Cola—£22.1 billion
5. China Mobile—£20.6 billion
6. Marlboro—£19.6 billion
7. Wal-Mart—£18.5 billion
8. Citigroup—£16.9 billion
9. IBM—£16.8 billion
10. Toyota Motor—£16.7 billion



www.businessinberkshire.co.uk/directorsnews