

Table 13.1 Twenty Most Powerful Brand Names, 2012

	Country of Origin
1. Apple	United States
2. Microsoft	United States
3. Coca-Cola	United States
4. IBM	United States
5. Google	United States
6. Intel	United States
7. McDonald’s	United States
8. General Electric	United States
9. BMW	Germany
10. Cisco	United States
11. Oracle	United States
12. Samsung	South Korea
13. Disney	United States
14. Toyota	Japan
15. Hewlett-Packard	United States
16. Mercedes-Benz	Germany
17. Louis Vuitton	France
18. Gillette	United States
19. Honda	Japan
20. Nescafé	Switzerland

Source: “The World’s Most Valuable Brands” (2013).