

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1		100,039	16%	26	amazon.com	21,294	85%
2		76,249	8%	27	中國銀行 BANK OF CHINA	21,192	9%
3		67,625	16%	28		20,059	67%
4		66,622	20%	29		19,395	5%
5		66,575	34%	30	HSBC	19,079	3%
6		63,113	14%	31		18,945	N/A
7	中国移动通信 CHINA MOBILE	61,283	7%	32		18,233	N/A
8		59,793	-16%	33		17,965	-25%
9		53,727	45%	34		17,713	-8%
10		49,460	33%	35		17,467	-20%
11		41,083	19%	36	VISA	16,353	N/A
12	ICBC (Asia) 工銀亞洲	38,056	36%	37		16,228	-34%
13		35,163	-20%	38		16,035	10%
14		29,907	-15%	39	docomo	15,776	5%
15		27,842	-9%	40		15,499	-14%
16		27,478	100%	41	Bank of America	15,480	-53%
17		26,745	-9%	42		15,422	1%
18		23,948	-15%	43	accenture	15,076	7%
19		23,615	9%	44	pepsi **	14,996	-3%
20		23,110	-3%	45	L'ORÉAL	14,991	-9%
21		22,938	-1%	46		14,963	-40%
22		22,919	6%	47		14,961	-1%
23		22,851	4%	48		14,894	-22%
24	中國建設銀行 China Construction Bank	22,811	16%	49	citi	14,608	-52%
25		21,438	-6%	50	HONDA The Power of Dreams	14,571	-12%

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	Beck's ***	13,292	23%	77	O ₂	8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55	BBVA	12,549	33%	80	招商銀行 CHINA MERCHANTS BANK	8,052	168%
56		12,396	17%	81	YAHOO!	7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83	J.P.Morgan	7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86	GUCCI	7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64	WRIGLEY'S	10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66	CHASE	10,582	-17%	91		6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68		9,719	19%	93	ING ****	6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96	NIVEA	6,572	24%
72		8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75	AVON	8,631	20%	100		6,394	N/A