

RANKING

DAVIS BRAND CAPITAL CATEGORY SCORES

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RANK	COMPANY	INDUSTRY	BRAND VALUE	COMPETITIVE PERFORMANCE	INNOVATION STRENGTH	COMPANY CULTURE	SOCIAL IMPACT
1	IBM Armonk, NY USA	Technology	5	5	4.75	5	5
2	General Electric Fairfield, CT USA	Diversified	5	5	4.5	4.75	4.75
3	Hewlett-Packard Palo Alto, CA USA	Technology	5	5	4.75	5	
4	Microsoft Redmond, WA USA	Technology	5	5	4.25	4.5	4.75
5	Cisco Systems San Jose, CA USA	Technology	4.75	5	4.25	4.75	5
6	Intel Santa Clara, CA USA	Technology	4.75	5	4.25	4.75	4.75
7	Walt Disney Company Burbank, CA USA	Entertainment	5	4.75	4	5	5
8	Toyota Motor Toyota, Aichi Japan	Automotive	5	5	3.75		
9	Procter & Gamble Cincinnati, OH USA	Consumer Products		5	4.75		5
10	Wal-Mart Bentonville, AR USA	Retail	5	5	4		3.5
11	Google Mountain View, CA USA	Technology	5	4.75	5	5	5
12	Apple Cupertino, CA USA	Technology	5	4.75	5		4.5
13	AT&T Dallas, TX USA	Telecommunications	4.5	5	4	4.25	3.5
14	Verizon Communications New York, NY USA	Telecommunications	4.5	5	3.25	4.75	4
15	Nokia Espoo, Finland	Consumer Electronics	5	4.75	4.75		
16	Coca-Cola Atlanta, GA USA	Beverages	5	4.75	3.75		4.5
17	Amazon.com Seattle, WA USA	Retail	4.5	4.75	4.75	3.25	5
18	Johnson & Johnson New Brunswick, NJ USA	Health Products	1.75	5	1.25	4.25	5
19	HSBC London, England	Financial Services	4.5	5	2.5		
20	JPMorgan Chase Wilmington, DE USA	Financial Services	3.25	5	.5	5	2.5
21	Exxon Mobil Irving, TX USA	Energy		5	2.25		3.5
22	United Parcel Service Atlanta, GA USA	Transportation & Delivery	4.75	4.75		3.25	5
23	Honda Tokyo, Japan	Automotive	4.5	5	4		
24	PepsiCo Purchase, NY USA	Beverages	4.5	4.75		3.5	4.5
25	Berkshire Hathaway Omaha, NE USA	Diversified		5			5

* NOT REPRESENTED IN STUDIED DATA SETS FOR CATEGORY INDICATED