

Leading the way: the top 100 multinationals

Global companies that do business in at least seven Asian countries

Overall Rank	Company	Long-term Vision	Quality	Corporate Reputation	Financial Reputation	Innovation	Overall Rank	Company	Long-term Vision	Quality	Corporate Reputation	Financial Reputation	Innovation
1	Apple	2	5	5	8	2	51	L'Oreal	86	26	48	100	37
2	Toyota Motor	4	6	1	3	9	52	Wal-Mart Stores	15	70	56	24	34
3	Google	3	14	10	7	1	53	eBay	32	68	60	80	16
4	Sony	6	1	4	12	3	54	Adobe Systems	54	35	73	103	33
5	Nokia	7	4	6	10	4	55	Standard Chartered	38	73	50	5	65
6	Microsoft	1	18	17	1	7	56	Kraft Foods	72	46	46	85	64
7	Walt Disney	5	20	3	19	6	57	UPS	68	52	51	75	50
8	BMW	13	2	8	18	19	58	Exxon Mobil	42	64	63	17	71
9	Hewlett-Packard (HP)	16	7	14	23	14	59	DuPont	58	48	62	70	66
10	Coca-Cola	8	31	2	4	21	60	Citigroup	61	66	61	44	57
11	Honda Motor	10	8	9	20	22	61	AT&T	65	61	52	83	63
12	Nike	19	11	11	22	12	62	Renault	74	58	53	90	60
13	Intel	9	13	16	16	17	63	GlaxoSmithKline	69	55	67	71	67
14	Canon	28	3	15	37	18	64	Vodafone	55	63	68	84	51
15	IBM	11	15	13	13	28	65	BP	41	74	55	34	79
16	Samsung Electronics	12	22	24	30	10	66	Daimler AG	67	56	66	87	74
17	Nestlé	27	12	7	15	25	67	Caterpillar	85	54	59	96	82
18	Panasonic	23	10	20	42	20	68	Carrefour	63	67	75	89	43
19	McDonald's	14	39	27	14	5	69	ING Group	73	87	65	21	76
20	Johnson & Johnson	22	17	12	31	24	70	Kimberly-Clark	92	59	70	97	69
21	Dell	20	25	21	36	15	71	Airbus (EADS)	57	62	80	110	59
22	3M	29	16	29	41	23	72	Time Warner	81	77	64	93	61
23	FedEx	40	23	19	46	26	73	Deutsche Bank	76	98	69	9	93
24	Volkswagen	31	19	22	50	36	74	Texas Instruments	90	65	79	112	78
25	Volvo	47	9	18	63	45	75	J.P. Morgan Chase	64	101	72	29	98
26	Yahoo	35	32	34	73	11	76	Chevron	71	82	78	48	91
27	Shell	17	36	26	11	53	77	Prudential PLC	95	89	76	49	81
28	Procter & Gamble	25	27	36	27	32	78	Allianz	99	103	71	35	85
29	Toshiba	52	21	23	72	35	79	SAP	82	71	92	99	70
30	Philips Electronics	51	24	25	65	27	80	L.M. Ericsson Telephone	97	69	87	111	62
31	Nissan Motor	30	29	31	53	30	81	Morgan Stanley	78	99	74	47	88
32	Amazon.com	24	51	41	76	8	82	Singapore Telecomm.	66	81	90	64	75
33	HSBC	18	60	42	2	46	83	Goldman Sachs Group	56	102	83	57	84
34	Unilever	34	43	37	26	39	84	UBS	75	88	77	66	86
35	Mitsubishi	33	41	33	33	42	85	Western Union	105	80	84	61	77
36	General Electric	21	45	28	38	47	86	Tesco	79	92	89	88	68
37	Boeing	26	30	39	51	55	87	Credit Suisse	106	108	81	32	96
38	Nintendo	39	40	54	82	13	88	ENI	93	109	82	43	100
39	Motorola	53	50	30	67	31	89	Bank of America	77	114	85	39	95
40	PepsiCo	50	57	35	25	29	90	AIG	84	96	94	91	73
41	Siemens	43	38	32	60	54	91	Abbott Labs	113	78	86	124	87
42	American Express	46	53	43	6	49	92	Wyeth	112	75	96	120	97
43	DHL (Deutsche Post)	45	34	47	54	41	93	Merck & Co.	96	83	91	95	94
44	Colgate-Palmolive Co.	59	33	44	55	44	94	Bristol-Myers Squibb	100	79	93	113	105
45	Cisco Systems	44	44	57	52	40	95	Accenture	83	95	97	101	83
46	Heineken	60	37	38	78	58	96	NTT	104	91	101	98	80
47	Pfizer	36	42	58	56	48	97	LVMH	103	72	107	126	89
48	Hitachi	62	28	40	74	52	98	BASF	91	76	104	115	101
49	Oracle	37	49	49	77	38	99	Mitsubishi UFJ Financial Group	88	116	95	45	132
50	Bayer	49	47	45	62	56	100	Time Warner Cable	101	106	88	118	90