

2013 Posiciones	Marca	Cambio en el ranking	Diferencia en 2013
1	Toyota	0	-2.53
2	Ford	13	-2.57
3	Honda	0	-2.10
4	Panasonic	2	15.15
5	Nissan	16	2.06
6	Johnson & Johnson	-4	3.09
7	Volkswagen	-3	2.96
8	Danone	1	-0.62
9	Nokia	11	18.50
10	Dell	-3	8.17
11	Sony	7	7.09
12	HP	-7	10.32
13	BMW	-3	5.42
14	Nestlé	NUEVO	5.74
15	adidas	7	6.66
16	Samsung	9	7.68
17	Mercedes-Benz	-1	8.13
18	Siemens	-10	11.37
19	Coca-Cola	4	-13.65
20	L'Oréal	-6	17.91
21	Intel	6	12.03
22	Apple	-9	-0.93
23	Philips	8	7.39
24	3M	-12	4.33
25	GE	-1	-9.00
26	Pepsi	2	-0.88
27	IBM	-8	12.95
28	Cisco	-17	17.38
29	Xerox	3	15.71
30	Canon	-1	6.56
31	Nike	-5	1.18
32	UPS	11	1.54
33	IKEA	6	-11.18
34	Hyundai	-17	7.32
35	Microsoft	-2	-9.30
36	Starbucks	0	-4.83
37	Kia	NUEVO	6.11
38	Kellogg's	-3	-9.81
39	Caterpillar	-1	0.30
40	Shell	-6	-5.24
41	Avon	-4	5.13
42	H&M	4	4.02
43	Allianz	-13	1.40
44	AXA	-2	-1.55
45	SAP	-4	-2.91
46	Santander	-6	-5.18
47	McDonald's	-2	-21.27
48	ZARA	NUEVO	-3.39
49	Citi	-5	8.13
50	Colgate	NUEVO	-8.30