

Beat: Politics

## **2015 WORLD MOST VALUABLE BRAND CORPORATIONS WITH AMERICAN DOMINATION**

**PLUS 3,000 BRANDS EUROPE, AMERICA, ASIA**

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**USPA NEWS** - More than 3,000 brand corporations and their brands in sixteen countries, with comparisons of Europe, America and Asia. It was undertaken by European independent experts for brands, patent & IP valuation & strategy Euroband Global TOP 100...

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Globally, Apple remains world's most valuable brand corporation with a brand value of Euro 136,903 billion followed by Google representing a value of Euro 73,632 billion and Microsoft with a brand value of Euro 66,598 billion which overtook the Coca Cola company.

In Europe, LVMH remains Europe's most valuable brand corporation representing a brand value of Euro 39,829 billion (global rank 14), followed by AB Inbev with a value of Euro 35,781 billion and Nestlé representing a value of Euro 34,289 billion.

In Asia, China Mobile remaining N°1 Asian brand corporation with a brand value of Euro 48,679 billion (global rank 6) and Baidu showing the highest value increase with Euro 12,413 billion.

In total, China is growing their presence in the TOP 100 and Europe is decreasing. U.S. Brand landscape is dominated by IT & Technology, Consumer Goods and Financial Services and represents 47 out of the TOP 100 brand corporation. Europe represents 35 with German leading, whilst Asia is representing 18 brand corporations (10 from China).

The TOP 10 Brand Corporations AMERICA are : Apple, Google, Microsoft, Coca Cola, Johnson-Johnson, P & G, Verizon, AT & T, Philip Morris, IBM.

The TOP 10 Brand Corporation EUROPE are : LVMH, ABInBev, Nestlé, Volkswagen, SAB MILLER, Vodafone, Unilever, Deutsche Telekom, Daimler, Novartis.

The TOP 10 Brand corporation ASIA are : China Mobile, Toyota, Samsung, China Construction Bank, TATA, Agricultural Bank of China, ICBC, NTT Group, PetroChina Company Limited, Bank of China.

THE TOP 10 Brand Corporation GLOBAL are : Apple, Google, Microsoft, Coca Cola, Johnson-Johnson, China Mobile, P&G, Verizon, AT&T, Philip Morris.

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