

It's All About Respect

In our seventh annual survey, money managers indicated the degree to which they respect—or don't respect—the world's 100 largest public companies (measured by total market value as of Dec. 27). This year's ranking saw some formerly sterling names, such as Johnson & Johnson and Toyota, fall sharply, while Apple retained its coveted No. 1 spot and Amazon.com rose to No. 2.

Rank '11	Rank '10	Company	Mean Score	Respect Highly	Respect	Respect Somewhat	Don't Respect
1.	1.	Apple	4.24	68%	22%	8%	0%
2.	10.	Amazon.com	3.82	48	36	8	1
3.	5.	Berkshire Hathaway	3.74	46	41	10	0
4.	4.	IBM	3.55	38	46	10	1
5.	7.	McDonald's	3.54	38	42	11	1
6.	8.	Google	3.45	37	45	13	1
7.	15.	3M	3.45	34	47	11	1
8.	13.	Coca-Cola	3.41	29	57	10	0
9.	17.	PepsiCo	3.37	29	53	10	1
10.	3.	Procter & Gamble	3.34	27	59	11	0
11.	18.	Exxon Mobil	3.30	33	45	16	1
12.	20.	Walt Disney	3.28	30	48	15	1
13.	19.	United Parcel Service	3.21	27	49	13	2
14.	21.	JPMorgan Chase	3.20	36	40	13	7
15.	9.	Cisco Systems	3.18	28	51	15	2
16.	23.	United Technologies	3.17	29	42	15	3
17.	14.	Intel	3.16	23	59	15	0
18.	12.	Wal-Mart Stores	2.98	27	42	24	2
19.	16.	Nestlé (Switzerland)	2.91	25	42	21	4
20.	26.	Schlumberger	2.88	23	46	22	3
21.	41.	Siemens (Germany)	2.83	21	43	24	2
22.	22.	Microsoft	2.79	18	52	20	4
23.	11.	Honda Motor (Japan)	2.77	14	51	15	4
24.	27.	Novartis (Switzerland)	2.72	16	48	27	1
25.	2.	Johnson & Johnson	2.70	23	43	22	8
26.	35.	Chevron	2.70	17	49	27	2
27.	39.	Oracle	2.68	21	45	25	5
28.	24.	Abbott Laboratories	2.67	17	50	20	7
29.	NR	Toronto-Dominion Bank (Canada)	2.65	16	43	21	5
30.	48.	Daimler (Germany)	2.63	16	46	22	5
31.	34.	Royal Bank of Canada (Canada)	2.58	17	37	24	5
32.	52.	LVMH Moët Hennessy Louis Vuitton (France)	2.58	16	45	20	8
33.	28.	Qualcomm	2.56	15	42	28	3
34.	37.	Anheuser-Busch Inbev (Belgium)	2.54	12	49	26	3
35.	44.	Samsung Electronics (South Korea)	2.54	14	43	28	3
36.	65.	Vodafone Group (U.K.)	2.45	9	49	32	1
37.	42.	BASF (Germany)	2.43	15	34	25	7
38.	43.	SAP (Germany)	2.36	15	32	28	7
39.	31.	Bayer (Germany)	2.35	14	38	27	8
40.	38.	Roche Holding (Switzerland)	2.34	8	47	33	2
41.	33.	Merck	2.33	8	51	33	3
42.	49.	Wells Fargo	2.33	11	51	26	9
43.	40.	BHP Billiton (Australia)	2.30	10	38	33	3
44.	46.	ConocoPhillips	2.25	4	52	33	3
45.	51.	Verizon Communications	2.23	12	41	33	8
46.	NR	Canon (Japan)	2.23	9	41	28	7
47.	6.	Toyota Motor (Japan)	2.16	10	45	29	10
48.	74.	General Electric	2.16	12	42	30	11

NR = Not Ranked.

Rank '11	'10	Company	Mean Score	Respect Highly	Respect	Respect Somewhat	Don't Respect
49.	53.	Royal Dutch Shell (U.K.)	2.11	4%	46%	33%	5%
50.	55.	L'Oréal (France)	2.09	10	35	27	10
51.	36.	GlaxoSmithKline (U.K.)	2.06	5	45	36	7
52.	61.	AstraZeneca (U.K.)	2.05	9	35	34	8
53.	72.	Vale (Brazil)	2.04	7	34	40	3
54.	70.	Rio Tinto (U.K.)	1.99	4	39	40	4
55.	NR	Taiwan Semiconductor Mfg (Taiwan)	1.97	5	33	38	4
56.	58.	Statoll (Norway)	1.94	11	24	35	9
57.	62.	Occidental Petroleum	1.94	5	43	33	11
58.	NR	América Movíl (Mexico)	1.94	5	38	30	10
59.	25.	Hewlett-Packard	1.84	5	43	29	15
60.	60.	Commonwealth Bank of Aus (Australia)	1.83	4	33	33	9
61.	80.	Anglo American (U.K.)	1.82	8	32	30	13
62.	59.	Petroleo Brasileiro (Brazil)	1.78	3	35	45	7
63.	63.	Telefonica (Spain)	1.78	2	35	40	7
64.	54.	Pfizer	1.76	8	38	35	16
65.	50.	Sanofi-Aventis (France)	1.69	3	38	33	14
66.	30.	Goldman Sachs	1.67	11	29	38	18
67.	NR	Australia & NZ Banking Grp (Australia)	1.66	5	26	33	12
68.	NR	Comcast	1.65	3	38	34	15
69.	64.	Westpac Banking (Australia)	1.63	3	29	36	11
70.	NR	Standard Chartered (U.K.)	1.59	4	27	37	12
71.	84.	AT&T	1.59	5	33	42	15
72.	67.	HSBC Holdings (U.K.)	1.58	4	28	47	11
73.	NR	Xstrata (U.K.)	1.57	2	28	40	10
74.	76.	E.ON (Germany)	1.55	4	26	36	13
75.	77.	NTT DoCoMo (Japan)	1.55	2	30	34	13
76.	83.	Mitsubishi UFJ Financial (Japan)	1.49	5	23	37	14
77.	79.	BNP Paribas (France)	1.48	2	30	34	15
78.	78.	BG Group (U.K.)*	1.38	2	23	36	13
79.	69.	Philip Morris International	1.38	9	28	26	28
80.	86.	GDF Suez (France)	1.38	2	27	35	16
81.	56.	Banco Santander (Spain)	1.36	2	28	37	17
82.	68.	Total (France)	1.34	0	26	52	11
83.	94.	CNOOC (China)	1.32	3	25	36	18
84.	81.	Électricité de France (France)	1.30	1	26	36	16
85.	75.	China Mobile (China)	1.28	5	22	37	21
86.	87.	Reliance Industries (India)	1.28	2	24	35	17
87.	NR	Lloyds Banking Group (U.K.)	1.24	3	22	38	18
88.	NR	Oil & Natural Gas Corp. (India)*	1.15	0	20	40	14
89.	90.	Ind & Commercial Bank of China (China)	1.11	1	23	34	21
90.	82.	ENI (Italy)	1.11	1	21	39	18
91.	96.	UBS (Switzerland)	1.10	3	26	30	28
92.	92.	British American Tobacco (U.K.)	0.97	1	23	35	26
93.	NR	Ecopetrol (Colombia)	0.92	0	17	41	21
94.	95.	China Construction Bank (China)	0.89	0	18	41	23
95.	47.	BP (U.K.)	0.76	2	20	35	35
96.	100.	Citigroup	0.69	0	17	47	33
97.	93.	Bank of America	0.62	0	17	45	36
98.	98.	Rosneft (Russia)	0.37	0	14	28	40
99.	97.	Sberbank Rossia (Russia)	0.31	0	12	26	38
100.	99.	Gazprom (Russia)	0.23	0	13	27	47

NR= Not Ranked. *Response Rate Below 75%.