

# Show a Little Respect, Please

In our eighth annual survey, money managers indicated the degree to which they respect—or don't—the world's 100 largest publicly traded companies. Apple took top honors again, while JPMorgan and Pepsico fell.

RANK		Company / Ticker	Mean Score	Respect Highly	Respect	Respect Somewhat	Don't Respect
'12	'11						
1.	1.	Apple / AAPL	4.27	71%	23%	3%	3%
2.	4.	IBM / IBM	3.75	47	35	10	1
3.	5.	McDonald's / MCD	3.73	48	34	9	3
4.	2.	Amazon.com / AMZN	3.57	41	37	15	0
5.	NR	Caterpillar / CAT	3.50	34	46	9	2
6.	7.	3M / MMM	3.44	35	47	9	3
7.	13.	United Parcel Service / UPS	3.43	33	48	11	1
8.	8.	Coca-Cola / KO	3.41	39	41	16	2
9.	19.	Nestlé (Switzerland) / NESN	3.40	35	43	15	1
10.	17.	Intel / INTC	3.38	35	46	10	3
11.	12.	Walt Disney / DIS	3.38	35	46	12	3
12.	11.	ExxonMobil / XOM	3.28	34	48	13	3
13.	NR	Visa / V	3.27	28	52	14	1
14.	NR	American Express / AXP	3.22	30	44	16	2
15.	3.	Berkshire Hathaway / BRK/A	3.21	37	36	20	3
16.	6.	Google / GOOG	3.18	34	41	16	4
17.	16.	United Technologies / UTX	3.02	28	39	17	5
18.	20.	Schlumberger / SLB	2.94	18	53	19	1
19.	22.	Microsoft / MSFT	2.91	27	43	24	3
20.	33.	Qualcomm / QCOM	2.89	23	41	25	2
21.	10.	Procter & Gamble / PG	2.82	20	48	25	2
22.	NR	Kraft Foods / KFT	2.82	20	49	22	3
23.	26.	Chevron / CVX	2.80	19	50	22	3
24.	NR	Home Depot / HD	2.80	16	54	19	3
25.	23.	Honda Motor (Japan) / HMC	2.78	17	45	23	2
26.	47.	Toyota Motor (Japan) / TM	2.75	22	40	28	3
27.	42.	Wells Fargo / WFC	2.75	26	41	19	9
28.	24.	Novartis (Switzerland) / NVS	2.71	17	46	23	3
29.	28.	Abbott Laboratories / ABT	2.70	16	47	27	2
30.	9.	PepsiCo / PEP	2.66	15	53	26	3
31.	NR	Amgen / AMGN	2.66	16	47	26	3
32.	25.	Johnson & Johnson / JNJ	2.64	18	46	27	4
33.	NR	EMC / EMC	2.58	14	41	28	2
34.	34.	Anheuser-Busch InBev (Belgium) / BUD	2.56	15	44	29	3
35.	NR	U.S. Bancorp / USB	2.55	22	38	23	9
36.	35.	Samsung Electronics (Korea) / 005930	2.53	13	44	30	2
37.	38.	SAP (Germany) / SAP	2.52	16	41	26	6
38.	31.	Royal Bank of Canada (Canada) / RY	2.50	18	40	25	8
39.	27.	Oracle / ORCL	2.49	16	45	27	7
40.	40.	Roche Holding (Switzerland) / RHHBY	2.49	17	35	29	5
41.	32.	LVMH Moët Hennessy Louis Vuit (France) / MC	2.48	19	28	32	4
42.	15.	Cisco Systems / CSCO	2.48	14	47	26	6
43.	44.	ConocoPhillips / COP	2.45	8	53	28	3
44.	41.	Merck / MRK	2.42	12	46	30	4
45.	29.	Toronto-Dominion Bank (Canada) / TD	2.41	16	37	25	9
46.	37.	BASF (Germany) / BASFY	2.38	9	44	29	3
47.	43.	BHP Billiton (U.K.) / BHP	2.35	13	38	33	4
48.	21.	Siemens (Germany) / SI	2.34	10	41	30	4
49.	14.	JPMorgan Chase / JPM	2.33	19	36	30	10
50.	NR	Diageo (U.K.) / DEO	2.32	12	36	34	3

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'12	'11						
51.	18.	Wal-Mart Stores / WMT	2.30	16%	40%	32%	9%
52.	64.	Pfizer / PFE	2.28	9	47	35	3
53.	51.	GlaxoSmithKline (U.K.) / GSK	2.28	8	44	34	3
54.	48.	General Electric / GE	2.26	16	42	28	12
55.	50.	L'Oreál (France) / LRLCY	2.12	10	34	34	7
56.	57.	Occidental Petroleum / OXY	2.09	9	39	31	9
57.	45.	Verizon Communications / VZ	2.08	10	37	33	9
58.	49.	Royal Dutch Shell (U.K.) / RDS/A	2.05	7	36	40	4
59.	NR	SABMiller (U.K.) / SBMRY	2.02	5	39	37	5
60.	65.	Sanofi (France) / SNY	2.00	8	33	38	6
61.	68.	Comcast / CMCSA	1.93	11	32	35	12
62.	NR	Bank of Nova Scotia (Canada) / BNS	1.89	9	29	34	11
63.	55.	Taiwan Semiconductor Mfg (Taiwan) / TSM	1.85	4	34	36	8
64.	54.	Rio Tinto (U.K.) / RIO	1.78	4	36	38	10
65.	36.	Vodafone (U.K.) / VOD	1.76	6	28	49	6
66.	NR	Novo Nordisk (Denmark) / NVO	1.75	9	25	35	13
67.	NR	UnitedHealth Group / UNH	1.72	5	35	34	14
68.	79.	Philip Morris International / PM	1.61	9	32	30	22
69.	NR	Altria Group / MO	1.59	5	33	33	17
70.	60.	Commonwealth Bk of Australia (Australia) / CBA	1.57	3	29	34	12
71.	56.	Statoil (Norway) / STO	1.57	7	23	38	14
72.	71.	AT&T / T	1.56	3	34	41	15
73.	72.	HSBC Holdings (U.K.) / HBC	1.55	5	28	43	14
74.	69.	Westpac Banking (Australia) / WBK	1.49	3	28	38	13
75.	67.	Australia & New Zealand Bkg (Australia) / ANZ	1.48	3	27	36	13
76.	NR	National Australia Bank (Australia) / NAB	1.47	3	28	30	16
77.	53.	Vale (Brazil) / VALE	1.47	4	25	41	14
78.	78.	BG Group (U.K.) / BRGYY	1.46	3	25	37	14
79.	82.	Total (France) / TOT	1.44	3	25	48	11
80.	76.	Mitsubishi UFJ Financial (Japan) / MTU	1.40	1	26	48	10
81.	58.	América Móvil (Mexico)/AMX	1.36	4	24	40	17
82.	75.	NTT DoCoMo (Japan)/DCM	1.36	0	27	43	12
83.	95.	BP (U.K.)/BP	1.34	7	22	41	21
84.	63.	Telefonica (Spain)/TEF	1.29	3	22	44	15
85.	NR	Comp. de Bebidas das Americas (Brazil) / ABV	1.29	3	22	37	16
86.	92.	British American Tobacco (U.K.) / BTI	1.20	5	20	39	22
87.	62.	Petroleo Brasileiro (Brazil) / PBR	1.10	3	19	44	20
88.	85.	China Mobile (China) / CHL	0.87	1	17	39	24
89.	90.	ENI (Italy) / E	0.87	0	15	47	20
90.	NR	Wal-Mart de Mexico (Mexico) / WMMVY	0.84	2	19	35	29
91.	96.	Citigroup / C	0.68	1	16	42	33
92.	83.	CNOOC (China) / CEO	0.66	2	11	41	28
93.	89.	Indust. & Comm. Bnk of China (China) / 1398	0.66	1	12	40	28
94.	97.	Bank of America / BAC	0.56	3	16	34	41
95.	98.	Rosneft (Russia) / RNFTF	0.50	0	13	34	33
96.	NR	American International Group / AIG	0.49	3	15	31	43
97.	94.	China Construction Bank (China) / 939	0.46	0	7	44	28
98.	93.	Ecopetrol (Colombia) / EC	0.41	1	6	41	31
99.	99.	Sberbank Rossia (Russia) / SBRCY	0.36	0	8	36	32
100.	100	Gazprom (Russia) / OGZPY	0.06	1	3	35	45