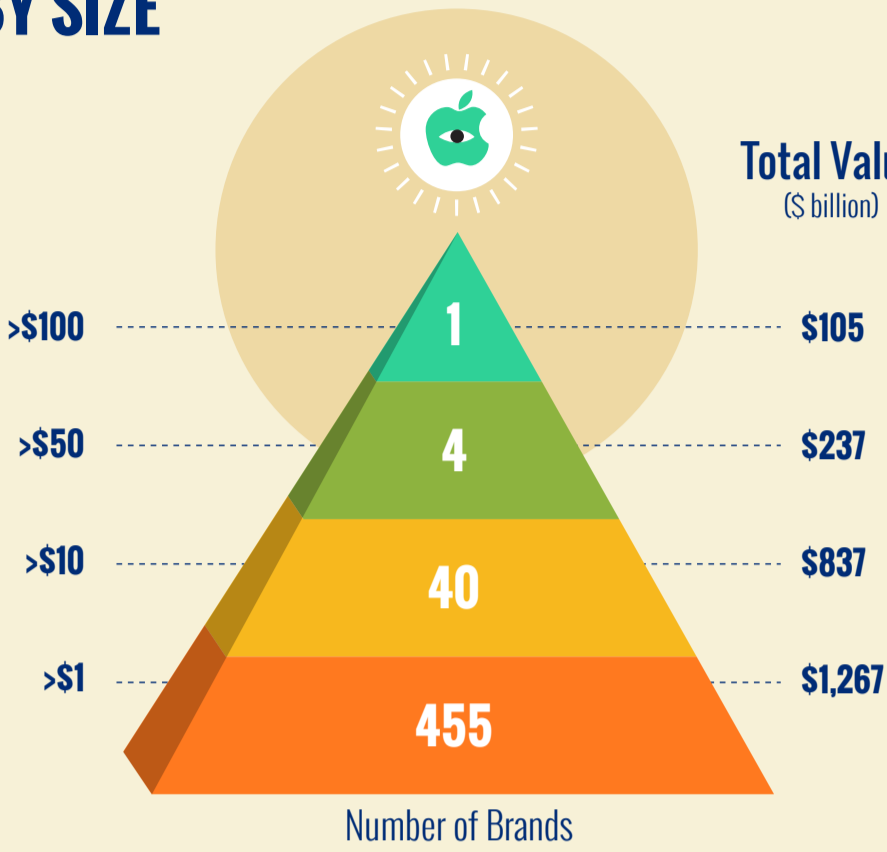


# BRAND FINANCE US 500: THE BILLION DOLLAR BRANDS CLUB 2014

## BRAND VALUE BY SIZE



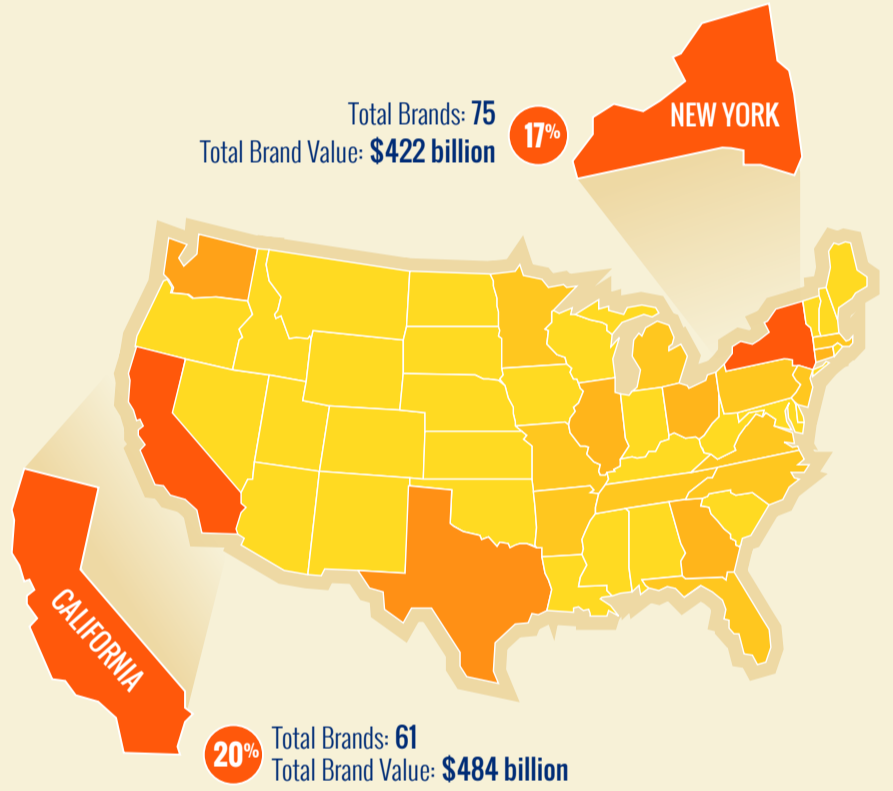
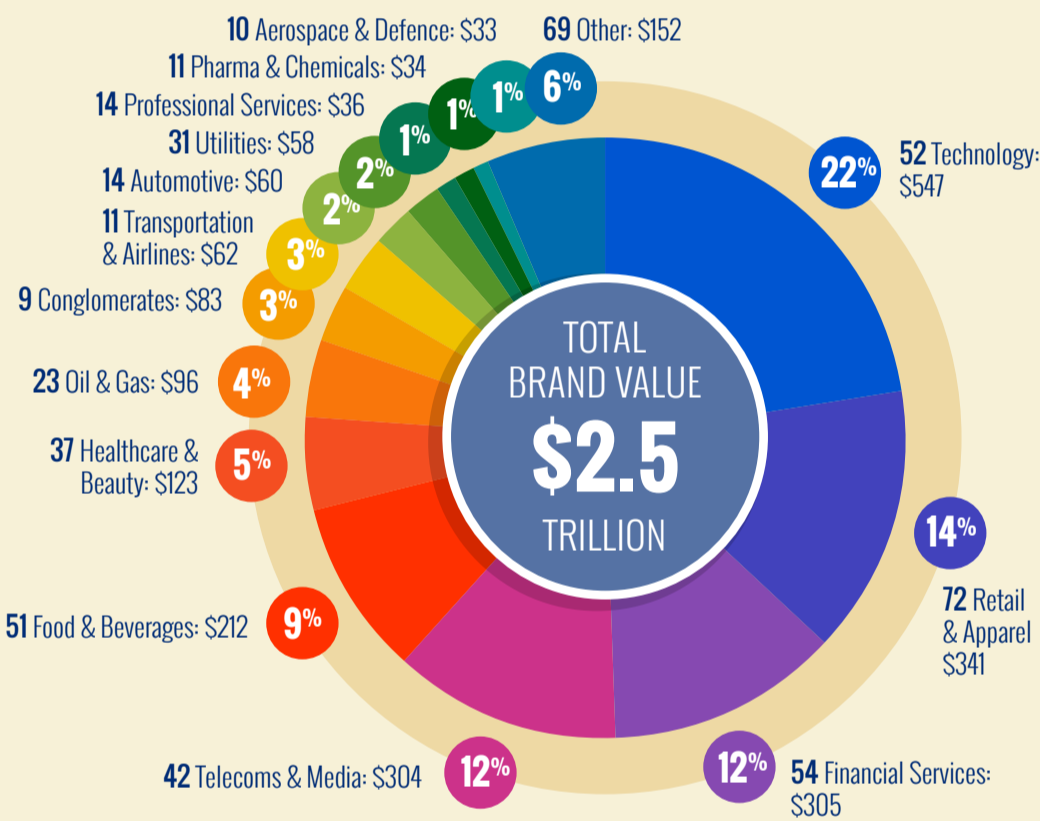
## TOP 10 BRANDS



## BRAND VALUE BY SECTOR

## IN BRANDS WE TRUST

## BRAND VALUE BY STATE



## BRAND SHOWDOWN

Nike	\$20.8	GE	\$52.5	Apple	\$104.7	Verizon	\$53.5	Wells Fargo	\$30.2
Adidas	\$7.8	Siemens	\$20.4	Samsung	\$78.8	Vodafone	\$29.6	HSBC	\$26.9

## USA vs THE WORLD

(S billion)

## INTERESTING FACTS

**\$17.9 TRILLION:**  
Value of 'Brand USA' - the most valuable nation brand in the world

**\$2.5 TRILLION:**  
Combined value of all American billion dollar brands - greater than the GDP of the United Kingdom

**\$105 BILLION:**  
Apple's brand value - more than the cost of the Apollo Space Program in today's dollars

“ I can make a whole lot more money skillfully managing intangible assets than managing tangible assets. ”

Warren Buffett, Berkshire Hathaway



## DID YOU KNOW?

**72%** of business value in the USA is made up of intangible assets, such as brand.

To find out more, please email us or visit our website:

usa@brandfinance.com

Brandirectory.com  
for the full ranking

Brandfinance.com  
for more about Brand Finance



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