## 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.

	Company	Score	Highly	Respect	Respect Somewhat	Don't Respect
1.	Apple	4.24	68%	22%	8%	0%
10.	Amazon.com	3.82	48	36	8	1
5.	Berkshire Hathaway	3.74	46	41	10	0
4.	IBM	3.55	38	46	10	1
7.	McDonald's	3.54	38	42	11	1
8.	Google	3.45	37	45	13	1
15.	3М	3.45	34	47	11	1
13.	Coca-Cola	3.41	29	57	10	0
17.	PepsiCo	3.37	29	53	10	1
3.	Procter & Gamble	3.34	27	59	11	0
18.	Exxon Mobil	3.30	33	45	16	1
20.	Walt Disney	3.28	30	48	15	1
19.	United Parcel Service	3.21	27	49	13	2
21.	JPMorgan Chase	3.20	36	40	13	7
9.	Cisco Systems	3.18	28	51	15	2
23.	United Technologies	3.17	29	42	15	3
14.	Intel	3.16	23	59	15	0
12.	Wal-Mart Stores	2.98	27	42	24	2
16.	Nestlé (Switzerland)	2.91	25	42	21	4
26.	Schlumberger	2.88	23	46	22	3
41.	Siemens (Germany)	2.83	21	43	24	2
22.	Microsoft	2.79	18	52	20	4
11.	Honda Motor (Japan)	2.77	14	51	15	4
		2.72	16	48	27	1
	,	2.70	23	43	22	8
35.	Chevron	2.70	17	49	27	2
39.	Oracle	2.68	21	45	25	5
24.	Abbott Laboratories	2.67	17	50	20	7
NR	Toronto-Dominion Bank (Canada)	2.65	16	43	21	5
	·		16	46	22	5
	·		17	37	24	5
	· ,	2.58	16	45	20	8
		2.56	15	42	28	3
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	· · · · · · · · · · · · · · · · · · ·	2.45				1
	-	2.43				7
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	General Electric	2.16	12	42	30	11
	5. 4. 7. 8. 15. 13. 17. 3. 18. 20. 19. 21. 9. 23. 14. 12. 16. 22. 35. 39. 24. NR 48. 34. 52. 43. 31. 34. 49. 40. 46. 51. NR	10. Amazon.com 5. Berkshire Hathaway 4. IBM 7. McDonald's 8. Google 15. 3M 13. Coca-Cola 17. PepsiCo 3. Procter & Gamble 18. Exxon Mobil 20. Walt Disney 19. United Parcel Service 21. JPMorgan Chase 9. Cisco Systems 23. United Technologies 14. Intel 12. Wal-Mart Stores 16. Nestlé (Switzerland) 26. Schlumberger 41. Siemens (Germany) 22. Microsoft 11. Honda Motor (Japan) 27. Novartis (Switzerland) 2 Johnson & Johnson 35. Chevron 39. Oracle 24. Abbott Laboratories NR Toronto-Dominion Bank (Canada) 48. Daimler (Germany) 34. Royal Bank of Canada (Canada) 52. LVMH Moët Hennessy Louis Vuitton (France) 28. Qualcomm 37. Anheuser-Busch Inbev (Belgium) 44. Samsung Electronics (South Korea) 65. Vodafone Group (U.K.) 42. BASF (Germany) 33. SAP (Germany) 34. Roych Holding (Switzerland) 35. Merck 49. Wells Fargo 40. BHP Billiton (Australia) 46. ConocoPhillips 51. Verizon Communications NR Canon (Japan) 6. Toyota Motor (Japan)	5. Berkshire Hathaway         3.74           4. IBM         3.55           7. McDonald's         3.54           8. Google         3.45           15. 3M         3.45           13. Coca-Cola         3.41           17. PepsiCo         3.37           3. Procter & Gamble         3.34           18. Exxon Mobil         3.30           20. Walt Disney         3.28           19. United Parcel Service         3.21           21. JPMorgan Chase         3.20           9. Cisco Systems         3.18           23. United Technologies         3.17           14. Intel         3.16           12. Wal-Mart Stores         2.98           16. Nestlé (Switzerland)         2.91           26. Schlumberger         2.88           41. Siemens (Germany)         2.83           42. Microsoft         2.79           11. Honda Motor (Japan)         2.77           27. Novartis (Switzerland)         2.72           2. Johnson & Johnson         2.70           35. Chevron         2.70           36. Chevron         2.70           37. Anbeuser-Busch Inbev (Belgium)         2.65           48. Daimler (Germany)         2.58	5. Berkshire Hathaway         3.74         46           4. IBM         3.55         38           7. McDonald's         3.54         38           8. Google         3.45         37           15. 3M         3.45         34           13. Coca-Cola         3.41         29           17. PepsiCo         3.37         29           3. Procter & Gamble         3.34         27           18. Exxon Mobil         3.30         33           20. Walt Disney         3.28         30           19. United Parcel Service         3.21         27           21. JPMorgan Chase         3.20         36           9. Cisco Systems         3.18         28           23. United Technologies         3.17         29           14. Intel         3.16         23           12. Wal-Mart Stores         2.98         27           16. Nesti6 (Switzerland)         2.91         25           26. Schlumberger         2.88         23           41. Siemens (Germany)         2.83         21           22. Microsoft         2.79         18           11. Honda Motor (Japan)         2.77         14           27. Novartis (Switzerland) <td>5. Berkshire Hathaway         3.74         46         41           4. IBM         3.55         38         46           7. McDonald's         3.54         38         42           8. Google         3.45         37         45           15. 3M         3.45         34         47           15. 3M         3.45         34         47           17. PepsiCo         3.37         29         53           3. Procter &amp; Gamble         3.34         27         59           18. Exxon Mobil         3.30         33         45           20. Walt Disney         3.28         30         48           19. United Parcel Service         3.21         27         49           21. JPMorgan Chase         3.20         36         40           19. Cisco Systems         3.18         28         51           21. Intel         3.16         23         59           21. Maled Technologies         3.17         29         42           41. Intel         3.16         23         59           12. Wal-Mart Stores         2.98         27         42           26. Schlumberger         2.88         23         46      <t< td=""><td>5. Berkshire Hathaway         3.74         46         41         10           4. IBM         3.55         38         46         10           7. McDonald's         3.54         38         42         11           8. Google         3.45         37         45         13           15. 3M         3.41         29         57         10           17. PepsiCo         3.37         29         53         10           17. PepsiCo         3.37         29         53         10           18. Exxon Mobil         3.30         33         45         16           18. Exxon Mobil         3.30         33         45         16           19. United Parcel Service         3.21         27         49         13           21. JPMorgan Chase         3.20         36         40         13           21. JPMorgan Chase         3.20         36         40         13           21. United Parcel Service         3.21         27         49         13           21. United Parcel Service         3.21         27         49         13           21. United Parcel Service         3.22         36         40         13</td></t<></td>	5. Berkshire Hathaway         3.74         46         41           4. IBM         3.55         38         46           7. McDonald's         3.54         38         42           8. Google         3.45         37         45           15. 3M         3.45         34         47           15. 3M         3.45         34         47           17. PepsiCo         3.37         29         53           3. Procter & Gamble         3.34         27         59           18. Exxon Mobil         3.30         33         45           20. Walt Disney         3.28         30         48           19. United Parcel Service         3.21         27         49           21. JPMorgan Chase         3.20         36         40           19. Cisco Systems         3.18         28         51           21. Intel         3.16         23         59           21. Maled Technologies         3.17         29         42           41. Intel         3.16         23         59           12. Wal-Mart Stores         2.98         27         42           26. Schlumberger         2.88         23         46 <t< td=""><td>5. Berkshire Hathaway         3.74         46         41         10           4. IBM         3.55         38         46         10           7. McDonald's         3.54         38         42         11           8. Google         3.45         37         45         13           15. 3M         3.41         29         57         10           17. PepsiCo         3.37         29         53         10           17. PepsiCo         3.37         29         53         10           18. Exxon Mobil         3.30         33         45         16           18. Exxon Mobil         3.30         33         45         16           19. United Parcel Service         3.21         27         49         13           21. JPMorgan Chase         3.20         36         40         13           21. JPMorgan Chase         3.20         36         40         13           21. United Parcel Service         3.21         27         49         13           21. United Parcel Service         3.21         27         49         13           21. United Parcel Service         3.22         36         40         13</td></t<>	5. Berkshire Hathaway         3.74         46         41         10           4. IBM         3.55         38         46         10           7. McDonald's         3.54         38         42         11           8. Google         3.45         37         45         13           15. 3M         3.41         29         57         10           17. PepsiCo         3.37         29         53         10           17. PepsiCo         3.37         29         53         10           18. Exxon Mobil         3.30         33         45         16           18. Exxon Mobil         3.30         33         45         16           19. United Parcel Service         3.21         27         49         13           21. JPMorgan Chase         3.20         36         40         13           21. JPMorgan Chase         3.20         36         40         13           21. United Parcel Service         3.21         27         49         13           21. United Parcel Service         3.21         27         49         13           21. United Parcel Service         3.22         36         40         13

Ra '11		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.	Statoil (Norway)	1.94	11	24	35	9
57.	62.	<b>Occidental Petroleum</b>	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.		UBS (Switzerland)	1.10	3	26	30	28
92.	92.	British American Tobacco (U.K.)	0.97	1	23	35	26
93.		Ecopetrol (Colombia)	0.92	0	17	41	21
94.	95.	China Construction Bank (China)	0.89	0	18	41	23
95.		BP (U.K.)	0.76	2	20	35	35
96.		Citigroup	0.69	0	17	47	33
97.		Bank of America	0.62	0	17	45	36
98.	98.		0.37	0	14	28	40
99.	97.	, ,	0.31	0	12	26	38
100.		Gazprom (Russia)	0.23	0	13	27	47
		*Response Rate Below 75%.	-	-	-		