

# The World's Most Respected Companies: A Complete Ranking

We asked investors how much—or how little—they respect each of the world's 100 largest publicly traded companies, and then graded the results. Apple snagged the top spot, an expression of confidence in its CEO, Tim Cook, and its performance in the post-Jobs era. Boeing cruised to No. 3 from No. 26 last year. McDonald's tumbled to No. 42 from No. 8. Nestlé won top honors among non-U.S. companies.

Rank '14	Rank '13	Company/Ticker	Mean Score*	Highly Respect	Respect Somewhat	Don't Respect
1.	3.	<b>Apple</b> / AAPL	3.94	54%	38%	6%
2.	1.	<b>Berkshire Hathaway</b> / BRKA	3.58	47	39	10
3.	26.	<b>Boeing</b> / BA	3.54	37	49	9
4.	4.	<b>Google</b> / GOOGL	3.52	47	35	15
5.	13.	<b>Johnson &amp; Johnson</b> / JNJ	3.52	38	50	12
6.	2.	<b>Walt Disney</b> / DIS	3.48	39	50	9
7.	6.	<b>Amazon.com</b> / AMZN	3.46	40	47	7
8.	12.	<b>Visa</b> / V	3.35	34	46	15
9.	N.R.	<b>MasterCard</b> / MA	3.30	31	47	15
10.	7.	<b>3M</b> / MMM	3.28	30	48	15
11.	27.	<b>Wells Fargo</b> / WFC	3.22	32	48	19
12.	19.	<b>American Express</b> / AXP	3.15	24	54	15
13.	14.	<b>Home Depot</b> / HD	3.15	23	56	16
14.	17.	<b>ExxonMobil</b> / XOM	3.04	32	43	20
15.	30.	<b>Gilead Sciences</b> / GILD	3.02	21	51	18
16.	15.	<b>United Technologies</b> / UTX	3.02	24	47	21
17.	16.	<b>Nestlé</b> (Switzerland) / NESN	2.96	27	41	25
18.	9.	<b>United Parcel Service</b> / UPS	2.96	25	44	25
19.	N.R.	<b>Union Pacific</b> / UNP	2.96	18	53	18
20.	21.	<b>Procter &amp; Gamble</b> / PG	2.94	28	40	29
21.	20.	<b>Intel</b> / INTC	2.94	19	53	20
22.	35.	<b>Novartis</b> (Switzerland)/NVS	2.93	21	46	24
23.	N.R.	<b>Bayerische Motoren Werke</b> (Germany) / BMW	2.93	22	42	19
24.	25.	<b>Amgen</b> / AMGN	2.91	20	49	24
25.	33.	<b>Bayer</b> (Germany) / BAYN	2.84	17	48	24
26.	40.	<b>Schlumberger</b> / SLB	2.83	20	48	26
27.	48.	<b>Bristol-Myers Squibb</b> / BMY	2.83	18	50	26
28.	5.	<b>Coca-Cola</b> / KO	2.82	23	48	24
29.	N.R.	<b>Daimler</b> (Germany) / DAI	2.82	21	39	27
30.	39.	<b>Royal Bank of Canada</b> (Canada) / RY	2.81	13	51	21
31.	38.	<b>Roche Holding</b> (Switzerland) / ROG	2.80	20	42	29
32.	46.	<b>CVS Caremark</b> / CVS	2.78	19	46	25
33.	22.	<b>PepsiCo</b> / PEP	2.77	21	47	26
34.	44.	<b>Toronto-Dominion Bank</b> (Canada) / TD	2.75	18	43	25
35.	58.	<b>General Electric</b> / GE	2.72	24	46	24
36.	37.	<b>Anheuser-Busch InBev</b> (Belgium) / BUD	2.71	15	52	25
37.	28.	<b>Toyota Motor</b> (Japan) / TM	2.69	19	49	24
38.	43.	<b>Qualcomm</b> / QCOM	2.68	22	41	27
39.	18.	<b>Samsung Electronics</b> (Korea) / 005930	2.67	21	41	31
40.	29.	<b>Diageo</b> (U.K.) / DEO	2.66	13	48	26
41.	N.R.	<b>Volkswagen Group</b> (Germany) / VOW3	2.65	16	44	32
42.	8.	<b>McDonald's</b> / MCD	2.63	19	42	28
43.	41.	<b>Merck</b> / MRK	2.63	14	53	26
44.	31.	<b>LVMH-Moët Hennessy Louis Vuitton</b> (France) / MC	2.61	15	44	26
45.	32.	<b>Chevron</b> / CVX	2.58	19	43	29
46.	36.	<b>Siemens</b> (Germany) / SI	2.58	15	44	30
47.	63.	<b>L'Oreäl</b> (France) / OR	2.57	14	42	33
48.	N.R.	<b>AstraZeneca</b> (U.K.) / AZN	2.57	10	50	29
49.	53.	<b>BASF</b> (Germany) / BAS	2.49	10	44	32
50.	50.	<b>ConocoPhillips</b> / COP	2.48	8	53	30

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51.	49.	<b>Pfizer</b> / PFE	2.44	14%	46%	33%
52.	10.	<b>International Business Machines</b> / IBM	2.44	13	50	26
53.	52.	<b>SABMiller</b> (U.K.) / SBMRY	2.43	9	45	34
54.	66.	<b>Novo Nordisk</b> (Denmark) / NVO	2.40	11	39	35
55.	47.	<b>Cisco Systems</b> / CSCO	2.38	17	38	35
56.	42.	<b>SAP</b> (Germany) / SAP	2.36	9	46	27
57.	45.	<b>JPMorgan Chase</b> / JPM	2.34	19	44	22
58.	55.	<b>Oracle</b> / ORCL	2.31	15	40	32
59.	56.	<b>GlaxoSmithKline</b> (U.K.) / GSK	2.30	6	49	36
60.	51.	<b>Royal Dutch Shell</b> (Netherlands) / RDSA	2.27	5	56	28
61.	62.	<b>AbbVie</b> / ABBV	2.26	10	38	36
62.	61.	<b>Microsoft</b> / MSFT	2.23	16	43	29
63.	68.	<b>BHP Billiton</b> (U.K.) / BHP	2.22	8	40	36
64.	N.R.	<b>Deutsche Telekom</b> (Germany) / DTE	2.20	9	35	42
65.	64.	<b>Vodafone</b> (U.K.) / VOD	2.19	9	37	41
66.	N.R.	<b>Twenty-First Century Fox</b> / FOXA	2.11	4	47	37
67.	74.	<b>Ambev</b> (Brazil) / ABEV	2.08	6	37	39
68.	59.	<b>Statoil</b> (Norway) / STO	2.06	5	41	39
69.	N.R.	<b>Lloyds Banking Group</b> (U.K.) / LYG	2.00	4	40	37
70.	23.	<b>Wal-Mart Stores</b> / WMT	1.98	15	33	38
71.	57.	<b>Verizon Communications</b> / VZ	1.97	10	35	41
72.	65.	<b>Taiwan Semiconductor Mfg.</b> (Taiwan) / TSM	1.92	3	36	43
73.	N.R.	<b>SoftBank</b> (Japan) / 9984	1.91	4	34	38
74.	67.	<b>Sanofi</b> (France) / SNY	1.91	3	40	45
75.	75.	<b>Australia and New Zealand Banking</b> (Australia) / ANZ	1.90	4	33	41
76.	72.	<b>Westpac Banking</b> (Australia) / WBK	1.85	4	30	42
77.	71.	<b>Commonwealth Bank of Australia</b> (Australia) / CBA	1.83	3	32	40
78.	60.	<b>Comcast</b> / CMCSA	1.77	8	35	35
79.	78.	<b>AT&amp;T</b> / T	1.76	4	40	43
80.	N.R.	<b>Rio Tinto</b> (U.K.) / RIO	1.69	1	30	50
81.	87.	<b>Philip Morris International</b> / PM	1.68	11	31	31
82.	76.	<b>Altria Group</b> / MO	1.67	7	33	33
83.	N.R.	<b>Facebook</b> / FB	1.64	10	34	30
84.	82.	<b>HSBC Holdings</b> (U.K.) / HSBC	1.64	2	36	42
85.	83.	<b>Total</b> (France) / TOT	1.63	1	32	53
86.	89.	<b>BP</b> (U.K.) / BP	1.63	8	31	40
87.	84.	<b>ENI</b> (Italy) / E	1.59	1	28	47
88.	90.	<b>BNP Paribas</b> (France) / BNP	1.56	1	33	41
89.	69.	<b>Inditex</b> (Spain) / ITX	1.55	3	22	49
90.	86.	<b>Banco Santander</b> (Spain) / SAN	1.53	3	26	48
91.	N.R.	<b>Itau Unibanco Holding</b> (Brazil) / ITUB	1.38	0	24	47
92.	N.R.	<b>Petrobras (Brazil)</b> / PBR	1.30	2	24	46
93.	88.	<b>British American Tobacco</b> (U.K.) / BTI	1.24	4	26	37
94.	N.R.	<b>UBS</b> (Switzerland) / UBS	1.22	2	30	34
95.	92.	<b>Bank of America</b> / BAC	1.19	1	29	44
96.	95.	<b>China Mobile</b> (China) / CHL	1.16	0	23	49
97.	N.R.	<b>Tencent Holdings</b> (China) / 700	1.12	2	19	42
98.	91.	<b>Citigroup</b> / C	1.10	2	26	45
99.	97.	<b>China Construction Bank</b> (China) / 939	0.76	1	11	49
100.	100.	<b>Gazprom</b> (Russia) / GAZP	0.18	1	9	29

\*All Mean Scores are rounded. N.R. = Not Ranked.