

# The Most Respected American Companies

Three tech leaders claimed top honors in this year's exclusive ranking, representing a generational shift of sorts. Wells Fargo fell to last place after a scandal over fake customer accounts. The ranking is based on a survey of professional money managers, who say business ethics are playing a growing role in investment decision-making.

RANK		Company / Ticker	Mean Score	Highly Respect	Respect	Respect Somewhat	Don't Respect
2017	'16						
1.	9.	<b>Alphabet</b> / GOOGL	4.05	62%	25%	11%	0%
2.	3.	<b>Apple</b> / AAPL	4.04	61	29	6	2
3.	4.	<b>Amazon.com</b> / AMZN	3.88	59	27	12	2
4.	2.	<b>Berkshire Hathaway</b> / BRK.A	3.85	55	30	12	1
5.	14.	<b>Microsoft</b> / MSFT	3.65	44	45	8	2
6.	N.R.	<b>Costco Wholesale</b> / COST	3.60	46	35	13	2
7.	1.	<b>Johnson &amp; Johnson</b> / JNJ	3.48	38	46	13	1
8.	10.	<b>Home Depot</b> / HD	3.45	36	46	13	1
9.	7.	<b>3M</b> / MMM	3.43	33	51	13	0
10.	6.	<b>Walt Disney</b> / DIS	3.39	38	40	16	2
11.	N.R.	<b>United Parcel Service</b> / UPS	3.24	32	46	15	3
12.	22.	<b>Visa</b> / V	3.16	27	54	15	2
13.	8.	<b>Boeing</b> / BA	3.11	28	48	19	2
14.	N.R.	<b>Lowe's</b> / LOW	3.10	21	55	15	1
15.	N.R.	<b>Netflix</b> / NFLX	3.10	28	46	18	3
16.	N.R.	<b>Charles Schwab</b> / SCHW	3.08	27	46	18	3
17.	18.	<b>Mastercard</b> / MA	3.07	22	56	15	2
18.	49.	<b>McDonald's</b> / MCD	3.06	20	60	17	0
19.	N.R.	<b>BlackRock</b> / BLK	3.04	26	49	17	4
20.	13.	<b>Honeywell International</b> / HON	3.02	19	56	18	0
21.	20.	<b>Intel</b> / INTC	3.02	20	59	15	2
22.	5.	<b>Nike</b> / NKE	2.98	22	50	21	1
23.	28.	<b>PepsiCo</b> / PEP	2.96	21	55	14	4
24.	11.	<b>Starbucks</b> / SBUX	2.96	34	32	20	8
25.	N.R.	<b>Colgate-Palmolive</b> / CL	2.96	19	54	21	0
26.	N.R.	<b>Adobe Systems</b> / ADBE	2.92	19	52	21	1
27.	N.R.	<b>Chubb</b> / CB	2.89	20	49	25	0
28.	30.	<b>Cisco Systems</b> / CSCO	2.83	18	56	19	4
29.	N.R.	<b>PayPal Holdings</b> / PYPL	2.80	17	48	24	1
30.	24.	<b>Amgen</b> / AMGN	2.79	17	55	20	4
31.	15.	<b>Merck</b> / MRK	2.78	18	52	25	2
32.	N.R.	<b>Thermo Fisher Scientific</b> / TMO	2.78	16	46	24	1
33.	19.	<b>United Technologies</b> / UTX	2.77	15	54	24	1
34.	N.R.	<b>Lockheed Martin</b> / LMT	2.77	15	53	22	2
35.	N.R.	<b>Caterpillar</b> / CAT	2.75	17	51	20	4
36.	42.	<b>JPMorgan Chase</b> / JPM	2.74	24	42	26	5
37.	27.	<b>Eli Lilly</b> / LLY	2.73	12	56	22	1
38.	44.	<b>Celgene</b> / CELG	2.72	16	50	20	4
39.	71.	<b>Facebook</b> / FB	2.71	24	45	22	8
40.	N.R.	<b>Abbott Laboratories</b> / ABT	2.69	15	51	24	3
41.	29.	<b>Exxon Mobil</b> / XOM	2.69	19	51	23	5
42.	25.	<b>Kraft Heinz</b> / KHC	2.68	18	49	24	4
43.	N.R.	<b>Biogen</b> / BIIB	2.68	13	50	24	2
44.	N.R.	<b>General Dynamics</b> / GD	2.65	14	46	24	3
45.	35.	<b>Procter &amp; Gamble</b> / PG	2.65	20	46	28	4
46.	N.R.	<b>Union Pacific</b> / UNP	2.65	13	50	28	1
47.	26.	<b>Schlumberger</b> / SLB	2.65	14	53	28	2
48.	N.R.	<b>Du Pont</b> / DD	2.64	11	55	28	0
49.	37.	<b>Medtronic</b> / MDT	2.62	14	50	29	2
50.	51.	<b>Walgreens Boots Alliance</b> / WBA	2.62	13	51	28	2

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2017	'16						
51.	17.	<b>Bristol-Myers Squibb</b> / BMY	2.62	12%	53%	28%	1%
52.	N.R.	<b>Danaher</b> / DHR	2.61	13	44	29	1
53.	N.R.	<b>Accenture</b> / ACN	2.60	15	46	26	4
54.	N.R.	<b>American Express</b> / AXP	2.58	20	39	29	5
55.	N.R.	<b>Texas Instruments</b> / TXN	2.53	11	51	29	2
56.	N.R.	<b>Priceline Group</b> / PCLN	2.52	15	46	27	5
57.	36.	<b>Gilead Sciences</b> / GILD	2.51	13	49	26	4
58.	21.	<b>CVS Health</b> / CVS	2.50	13	47	32	2
59.	40.	<b>Pfizer</b> / PFE	2.50	10	59	23	5
60.	N.R.	<b>Salesforce.com</b> / CRM	2.50	11	48	28	3
61.	48.	<b>U.S. Bancorp</b> / USB	2.49	13	46	29	4
62.	N.R.	<b>Nvidia</b> / NVDA	2.47	11	46	30	2
63.	N.R.	<b>American Tower</b> / AMT	2.46	13	40	32	2
64.	N.R.	<b>Dow Chemical</b> / DOW	2.43	13	46	32	4
65.	55.	<b>AbbVie</b> / ABBV	2.37	9	51	28	5
66.	34.	<b>Coca-Cola</b> / KO	2.32	12	46	31	6
67.	57.	<b>Qualcomm</b> / QCOM	2.29	8	46	33	4
68.	39.	<b>General Electric</b> / GE	2.28	18	38	29	12
69.	52.	<b>Allergan</b> / AGN	2.27	9	43	35	4
70.	56.	<b>Chevron</b> / CVX	2.25	11	46	35	6
71.	N.R.	<b>Mondelez International</b> / MDLZ	2.20	7	46	33	5
72.	N.R.	<b>Monsanto</b> / MON	2.19	8	44	32	6
73.	N.R.	<b>ConocoPhillips</b> / COP	2.19	7	43	37	4
74.	N.R.	<b>Goldman Sachs</b> / GS	2.13	12	44	29	13
75.	N.R.	<b>NextEra Energy</b> / NEE	2.13	13	33	38	7
76.	58.	<b>Oracle</b> / ORCL	2.12	6	49	32	8
77.	N.R.	<b>Broadcom</b> / AVGO	2.11	8	40	36	6
78.	N.R.	<b>PNC Financial Services Group</b> / PNC	2.08	12	34	35	9
79.	69.	<b>Wal-Mart Stores</b> / WMT	2.05	10	40	40	8
80.	N.R.	<b>EOG Resources</b> / EOG	2.04	7	37	44	4
81.	N.R.	<b>Duke Energy</b> / DUK	1.97	6	38	40	6
82.	81.	<b>UnitedHealth Group</b> / UNH	1.94	7	39	39	9
83.	63.	<b>IBM</b> / IBM	1.93	13	33	38	13
84.	N.R.	<b>MetLife</b> / MET	1.90	5	37	38	8
85.	N.R.	<b>Time Warner</b> / TWX	1.83	9	33	38	13
86.	72.	<b>Verizon Communications</b> / VZ	1.83	10	36	37	15
87.	N.R.	<b>Simon Property Group</b> / SPG	1.76	4	32	46	7
88.	N.R.	<b>General Motors</b> / GM	1.76	5	33	45	9
89.	N.R.	<b>Twenty-First Century Fox</b> / FOXA	1.73	4	38	33	14
90.	N.R.	<b>Morgan Stanley</b> / MS	1.61	4	38	35	17
91.	73.	<b>AT&amp;T</b> / T	1.53	6	31	38	19
92.	N.R.	<b>Charter Communications</b> / CHTR	1.50	4	31	40	17
93.	78.	<b>Comcast</b> / CMCSA	1.49	8	29	38	21
94.	89.	<b>Citigroup</b> / C	1.49	6	32	36	21
95.	91.	<b>Bank of America</b> / BAC	1.46	7	30	38	22
96.	N.R.	<b>Reynolds American</b> / RAI	1.39	4	28	40	19
97.	N.R.	<b>American International Group</b> / AIG	1.36	4	28	40	19
98.	87.	<b>Altria Group</b> / MO	1.15	6	27	31	32
99.	95.	<b>Philip Morris International</b> / PM	0.98	4	26	34	34
100.	60.	<b>Wells Fargo</b> / WFC	0.44	1	19	30	48

N.R.=Not ranked.