

The screenshot shows a web browser window displaying the Business World website. The page features a red header with the 'BUSINESS WORLD' logo and a navigation menu. A main article is titled 'Google, Apple world's most trusted firms' with a sub-headline 'Thursday, June 09 15:34:12'. The article text discusses a study by the Reputation Institute. To the right, there is a 'PRODUCT PROFILE' section for the Bank of Ireland and a 'DATAMONITOR' sidebar with a 'Click here' button. At the bottom of the article, there is a 'National & Regional Press Monitoring' section with another 'Click here' button.

<http://www.businessworld.ie/livenews.htm?a=2793243>

Google, Apple world's most trusted firms

Thursday, June 09 15:34:12

Google and Apple share the top spot in a study of the world's most reputable companies conducted by the Reputation Institute.

Disney, BMW and LEGO round out the top five in the 2011 Global RepTrak 100, a consumer study developed by the Reputation Institute to assess the reputations of 100 of the world's most prominent companies.

This follows the results of the Irish segment of this study, the Ireland RepTrak 2011, which revealed that Google, Cadbury and Kellogg's were the most reputable companies in Ireland.

The study provides an assessment of the global reputation landscape - the companies that are most admired, trusted, and respected by over 48,000 consumers across 15 countries.

At the announcement, Niamh Boyle, Managing Director, Corporate Reputations and exclusive Irish Associate of the Reputation Institute, commented, "There is an absence of Irish companies in the Global Top 100. With the export sector a key focus, it is clear that Irish firms must integrate reputation management into the way that they do business. Companies like Google and Apple that invest in building and managing corporate reputations are forging ahead of their competitors.

We are already seeing leading companies using reputation as a principal key performance indicator to predict business performance as well as including reputation management in their annual report."

"The results of the Global RepTrak 100 study confirm that, when evaluating companies, consumers and investors are aligned. The greater the reputation of a company, the more support it earns from consumers, the better its operating performance, and the more money investors are willing to pay for its shares. This is a key feature of the emerging Reputation Economy we now live in," says Reputation Institute Chairman, Dr. Charles Fombrun.

Among the Global RepTrak 100, better-rated companies enjoy a 9pc return on assets, compared to lesser-rated companies who earn a 6pc ROA. Despite facing similar risk profiles, investors appear to reward more reputable companies by bidding up their shares.

Companies with higher RepTrak Pulse scores have both higher price earnings ratios and earnings per share than lesser-regarded companies.

Top rated companies Google and Apple, along with LEGO and Sony are the only companies to make the top ten in nine of the 15 countries. Even more telling is the fact that, of the 100 companies, only 12 made the top ten in five or more of the 15 countries.

The Reputation Institute examined how these companies were perceived in four regions. Each region had a different winner: Kellogg's in North America, Google in Latin America, LEGO in Europe, and Disney in Asia Pacific.