

FIRMS

We admire Google and Apple most

GOOGLE and Apple are among the world's most respected companies, a survey revealed yesterday.

Consumers from 15 countries voted them the most admired, trusted and respected in a study by the Reputation Institute.

They were followed by Disney, BMW and Lego.

Irish associate of the Reputation Institute Niamh Boyle said: "There is an absence of Irish companies in the Global Top 100.

"With the export sector a key focus, it is clear Irish firms must integrate reputation management into the way they do business.

"Companies like Google and Apple that invest in building and managing corporate reputations are forging ahead of their competitors."

