

No Irish firms in top 100

By **BARRY MORAN**

NONE of the world's 100 most reputable companies is Irish, a study revealed yesterday.

The economic crisis has destroyed our good name abroad, the Reputation Institute survey found.

Of the leading global brands, Google, Cadbury and Apple operate here.

Web giants Google and Apple shared top spot in the study, with Disney, BMW and Lego making up the top five.

But no Irish brand made the list of the top 100 of the world's well-regarded companies.

Niamh Boyle, of the Reputation Institute, said: "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."



Survey . . . guru Boyle

