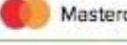


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Top 25 des entreprises les plus valorisées au monde selon Kantar Millward Brown, 2019

Rank	Brand	Category	Brand Value 2019 \$Mill.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1	 <b>amazon</b>	Retail	315,505	4	+52%	2	
2	 <b>apple</b>	Technology	309,527	4	+3%	0	
3	 <b>Google</b>	Technology	309,000	4	+2%	-2	
4	 <b>Microsoft</b>	Technology	251,244	4	+25%	0	
5	 <b>VISA</b>	Payments	177,918	5	+22%	2	
6	 <b>facebook</b>	Technology	158,968	4	-2%	0	
7	 <b>Alibaba Group</b>	Retail	131,246	3	+16%	2	
8	 <b>Tencent</b> 腾讯	Technology	130,862	4	-27%	-3	
9	 <b>McDonald's</b>	Fast Food	130,368	4	+3%	-1	
10	 <b>AT&amp;T</b>	Telecom Providers	108,375	3	+2%	0	
11	 <b>verizon</b>	Telecom Providers	94,598	4	+11%	1	
12	 <b>Mastercard</b>	Payments	91,929	4	+30%	3	
13	 <b>IBM</b>	Technology	86,005	4	-11%	-2	
14	 <b>Coca-Cola</b>	Beverages	80,825	5	+1%	0	
15	 <b>Marlboro</b>	Tobacco	71,958	3	-12%	-2	
16	 <b>SAP</b>	Technology	57,528	3	+4%	1	
17	 <b>Disney</b>	Entertainment	57,007	4	+6%	2	
18	 <b>ups</b>	Logistics	54,899	5	-9%	-2	
19	 <b>The Home Depot</b>	Retail	53,507	3	+13%	1	
20	 <b>xfinity</b>	Telecom Providers	48,889	3	+14%	4	
21	 <b>Nike</b>	Apparel	47,360	4	+23%	8	
22	 <b>LV</b>	Luxury	47,214	5	+15%	4	
23	 <b>Wells Fargo</b>	Regional Banks	46,468	3	-15%	-5	
24	 <b>Starbucks</b>	Fast Food	45,884	4	+3%	-1	
25	 <b>T-Mobile</b>	Telecom Providers	44,219	3	+7%	0	

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Top 25 des plus grandes entreprises mondiales selon Kantar Millward Brown, 2019

Rank	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1	 Google	Technology	302,063	4	+23%	0	
2	 Apple	Technology	300,595	4	+28%	0	
3	 Amazon	Retail	207,594	4	+49%	1	
4	 Microsoft	Technology	200,987	4	+40%	-1	
5	 Tencent 腾讯	Technology	178,990	5	+65%	3	
6	 facebook	Technology	162,106	4	+25%	-1	
7	 VISA	Payments	145,611	5	+31%	0	
8	 McDonald's	Fast Food	126,044	4	+29%	2	
9	 Alibaba Group 阿里巴巴	Retail	113,401	3	+92%	5	
10	 AT&T	Telecom Providers	106,698	3	-7%	-4	
11	 IBM	Technology	96,269	4	-6%	-2	
12	 verizon	Telecom Providers	84,897	3	-5%	-1	
13	 Marlboro	Tobacco	81,914	3	-6%	-1	
14	 Coca-Cola	Soft Drinks	79,964	5	+2%	-1	
15	 mastercard	Payments	70,872	4	+42%	5	
16	 ups	Logistics	60,412	5	+4%	0	
17	 SAP	Technology	55,366	3	+23%	4	
18	 Wells Fargo	Regional Banks	54,952	3	-6%	-3	
19	 Disney	Entertainment	53,833	5	+3%	-1	
20	 The Home Depot	Retail	47,229	3	+17%	4	
21	 中国移动 China Mobile	Telecom Providers	46,349	4	-18%	-4	
22	 ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	
23	 Starbucks	Fast Food	44,503	4	+1%	-1	
24	 xfinity	Telecom Providers	43,056	3	+3%	-1	
25	 T-Mobile	Telecom Providers	41,499	3	+8%	0	