

BRANDZ™ Top 100 Most Valuable Global Brands 2016

今年のトップ10ブランドの過去11年間のランキング推移

Rank	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016		
1	1 Microsoft	1 Google	1 Google	1 Google	1 Google	1 Apple	1 Apple	1 Apple	1 Google	1 Apple	1 Google		
2	-	-	-	2 Microsoft	2 IBM	2 Google	2 IBM	2 Google	2 Apple	2 Google	2 Apple		
3				3 Microsoft	3 Microsoft	-	3 Apple	3 IBM	3 Google	3 IBM	3 IBM	3 Microsoft	3 Microsoft
4				4 IBM	4 Microsoft		4 McDonald's	4 McDonald's	4 McDonald's	4 Microsoft	4 IBM	4 AT&T	
5				5 McDonald's	5 Microsoft		5 Microsoft	5 McDonald's	5 VISA	5 facebook			
6				6 IBM	6 Apple		6 McDonald's	6 AT&T	6 AT&T	6 VISA			
7				7 Google	7 Apple		7 VISA	7 verizon	7 Amazon				
8				8 IBM	8 McDonald's		8 AT&T	8 verizon	8 verizon				
9				9 IBM	9 McDonald's		9 VISA	9 McDonald's	9 McDonald's				
10				10 Amazon	10 IBM								
11~				11 McDonald's	11 McDonald's		15 Amazon	13 verizon	15 VISA	12 verizon	11 verizon	12 facebook	
		16 Apple	18 VISA	14 Amazon	18 Amazon		14 Amazon	21 facebook	14 Amazon				
			20 verizon	20 VISA	19 facebook								
21~	29 Apple	26 Amazon	22 AT&T										
		28 AT&T											
31~	32 verizon	34 verizon	33 verizon	34 verizon	35 facebook	31 facebook							
			36 VISA										
41~													
51~													
61~			55 AT&T										
71~			61 Amazon										
81~	78 Amazon												
91~													
over 100		92 Amazon											
	- AT&T	- AT&T	- facebook	- facebook	- facebook								
	- facebook	- facebook	- VISA										
	- VISA	- VISA											