

Tuesday May 12th 2009

[+] Site feedback

- Home
- This week's print edition
- Daily news analysis
- Opinion ▶
 - All opinion
 - Leaders
 - Letters to the Editor
 - Blogs
 - Columns
 - KAL's cartoons
 - Correspondent's diary
 - Economist debates
- World politics ▶
 - All world politics
 - Politics this week
 - International
 - United States
 - The Americas
 - Asia
 - Middle East and Africa
 - Europe
 - Britain
- Special reports
- Business ▶
 - All business
 - Business this week
 - Management
 - Business education
- Finance and economics ▶
 - All finance and economics
 - Economics focus
 - Economics A-Z
- Markets and data
 - All markets and data
 - Daily chart
 - Weekly indicators
 - World markets
 - Currencies
 - Rankings
 - Big Mac index
- Science and technology ▶
 - All science and technology
 - Technology Quarterly
 - Technology Monitor
- Books and arts ▶
 - All books and arts
 - Style guide
- People ▶
 - People
 - Obituaries
- Diversions
- Audio and video ▶
 - Audio and video library
 - Audio edition
- The World In ▶
 - The World in 2009
 - The World in 2008
 - The World in 2007
 - The World in 2006
 - The World in 2005
 - The World in 2004
- Research tools ▶
 - All research tools
 - Articles by subject
 - Backgrounders
 - Economics A-Z
 - Special reports
 - Style guide
- Country briefings ▶
 - All country briefings

*because the only thing more vulnerable than a newborn, is a newborn born early. [Find out more >](#)



Most-respected businesses

Good company

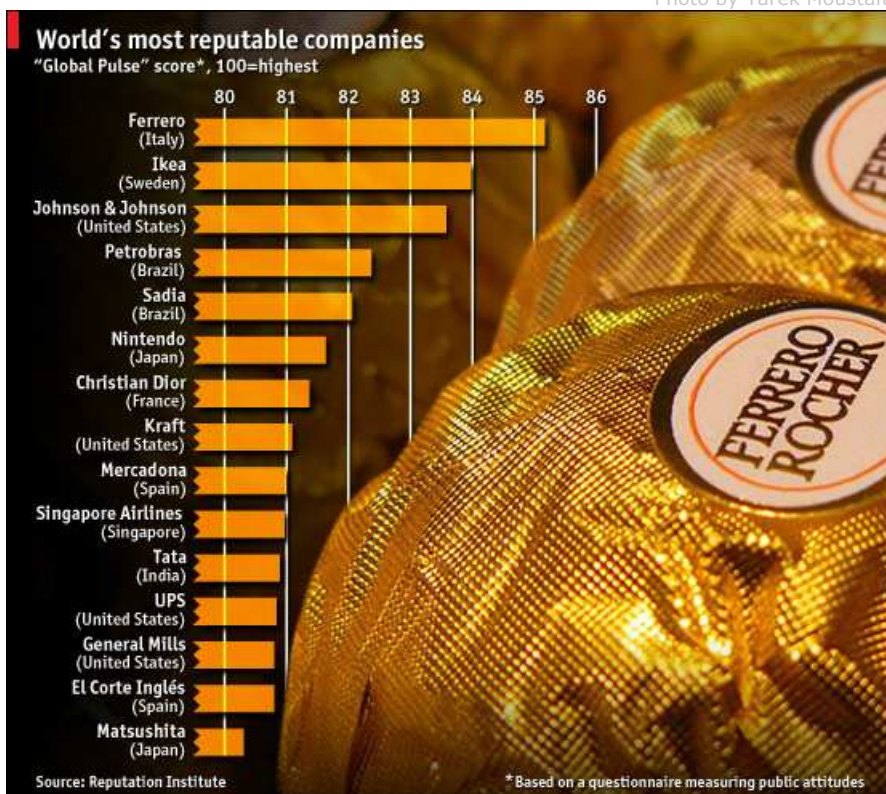
May 6th 2009
 From Economist.com

Which companies have the best reputations around the world?

[Correction to this article](#)

FERRERO, an Italian chocolate-maker, has come out top in an annual survey of the world's most reputable companies. Based on perceptions of the companies in their home markets, the Reputation Institute, a research firm, has asked the public to rate the world's 600 largest firms according to trust, admiration and respect, good feeling and overall esteem. Despite the economic turmoil, respect for business is still generally quite high. But some sectors have suffered. Banks and other financial institutions, which commanded reasonable respect in years gone by, have slipped alarmingly, though they still do better than tobacco companies.

Photo by Tarek Moustafa



Mercadona was spelled incorrectly in the original version of this chart. It was changed on May 7th.

The Economist welcomes your views.