



BEST 100, LE AZIENDE PREFERITE DAGLI ITALIANI
I EDIZIONE, ANNO 2002
PeopleValue®

Rank 2002	Azienda	Preferenze
1	Ibm	12,41%
2	Microsoft	10,87%
3	Telecom Italia	10,02%
4	Vodafone	9,53%
5	Wind	8,11%
6	Tiscali	7,87%
7	Cisco	5,39%
8	Tim	5,11%
9	HP	4,88%
10	Sun	4,32%
11	Nokia	4,01%
12	Fiat	3,94%
13	Sony	3,87%
14	Siemens	3,83%
15	Enel	3,66%
16	Ericsson	3,66%
17	Oracle	3,66%
18	Accenture	3,42%
19	Ferrari	3,19%
20	Mediaset	3,08%
21	Fastweb	3,01%
22	Barilla	2,95%
23	Rai	2,88%
24	ST Microelectronics	2,67%
25	Yahoo!	2,54%
26	E-tree	2,43%
27	Etnoteam	2,19%
28	Seat Pagine Gialle	2,12%
29	Matrix	2,05%
30	Sap	1,99%
31	Apple	1,87%
32	Eni	1,79%
33	Procter&Gamble	1,58%
34	Roche	1,54%
35	Banca Intesa	1,42%
36	H3G	1,31%
37	Philips	1,31%
38	Pirelli	1,27%
39	Alenia Aeronautica	1,17%
40	Capitalia	1,17%
41	Kataweb	1,17%
42	Feltrinelli	1,13%
43	Novartis	1,08%
44	Xerox	1,08%
45	Armando Testa	1,03%
46	Coca Cola	0,99%
47	3M	0,99%
48	Alitalia	0,96%
49	Bnl	0,96%
50	Gucci	0,96%

Rank 2002	Azienda	Preferenze
51	Olivetti	0,93%
52	Intel	0,91%
53	Matrix	0,89%
54	Unicredit	0,89%
55	Toro Assicurazioni	0,85%
56	Abbott	0,85%
57	Symantec	0,85%
58	Diesel	0,78%
59	Kpmg	0,78%
60	McKinsey&Company	0,78%
61	Mondadori	0,78%
62	Monte Paschi Siena	0,78%
63	Nike	0,78%
64	Alcatel	0,67%
65	Bosch	0,63%
66	Auchan	0,59%
67	Tnt	0,59%
68	Bmw	0,55%
69	EDS	0,55%
70	Mediolanum	0,55%
71	Daimler Mercedes	0,51%
72	Albacom	0,49%
73	Banca d'Italia	0,49%
74	L'Oréal	0,49%
75	Ferrero	0,45%
76	Red Hat	0,45%
77	PWC	0,41%
78	Bayer	0,39%
79	Nestlé	0,39%
80	San Paolo IMI	0,39%
81	Altran	0,34%
82	Danone	0,34%
83	Unilever	0,34%
84	Dada	0,31%
85	Carrefour	0,31%
86	Cap Gemini E&Y	0,29%
87	Fater	0,29%
88	Ikea	0,29%
89	Iveco	0,29%
90	Macromedia	0,29%
91	Pfizer	0,29%
92	Esselunga	0,26%
93	Fila	0,26%
94	Lavazza	0,26%
95	Shell	0,22%
96	Erg	0,22%
97	Ansaldo	0,19%
98	Armani	0,19%
99	E-bay	0,19%
100	Benetton	0,19%