



BEST 100, LE AZIENDE PREFERITE DAGLI ITALIANI
VI EDIZIONE, ANNO 2007
PeopleValue®

Rank 2007	Rank 2006	Azienda	Preferenze
1	2	Ferrari	12,77%
2	1	Barilla	8,60%
3	11	Fiat	7,38%
4	4	Eni	6,90%
5	7	Procter&Gamble	4,96%
6	8	Mediaset	4,94%
7	5	Microsoft	4,72%
8	13	Ferrero	4,42%
9	16	Unicredit (Capitalia)	4,06%
10	9	Enel	3,69%
11	6	Vodafone	3,57%
12	15	Intesa San Paolo	3,55%
13	20	Nestlè	3,15%
14	12	Ibm	3,13%
15	3	Telecom Italia	3,03%
16	34	Google	2,66%
17	17	Bmw	2,60%
18	23	Unilever	2,54%
19	18	L'Oréal	2,18%
20	22	General Electric	2,12%
21	14	Armani	2,10%
22	42	Johnson&Johnson	2,06%
23	29	Bulgari	2,04%
24	32	Gucci	1,88%
25	36	Coca Cola	1,82%
26	10	Accenture	1,80%
27	50	Mondadori	1,76%
28	31	McKinsey & Company	1,74%
29	-	LVMH	1,69%
30	35	Nokia	1,67%
31	33	Ikea	1,67%
32	52	Finmeccanica	1,63%
33	19	Poste Italiane	1,63%
34	24	Pirelli	1,57%
35	46	Nike	1,51%
36	27	Pfizer	1,45%
37	69	Toyota Motors	1,45%
38	21	HP	1,39%
39	40	Luxottica	1,33%
40	28	Rai	1,31%
41	30	Siemens	1,27%
42	26	Ferrovie dello Stato	1,25%
43	45	Ducati	1,23%
44	72	Generali	1,21%
45	25	Diesel	1,19%
46	43	Sony	1,11%
47	51	Dolce&Gabbana	1,09%
48	55	Coop	1,07%
49	59	Cisco	1,03%
50	-	Armando Testa	1,01%

Rank 2007	Rank 2006	Azienda	Preferenze
51	63	Apple	0,99%
52	38	Bayer	0,97%
53	48	Benetton	0,97%
54	64	Kpmg	0,97%
55	41	Sky	0,91%
56	58	Bosch	0,87%
57	49	Technogym	0,85%
58	-	Novartis	0,81%
59	57	Danone	0,79%
60	87	Brembo	0,77%
61	83	Bnl	0,73%
62	39	Fater	0,73%
63	54	Oracle	0,73%
64	44	Prada	0,71%
65	-	Alpitour	0,67%
66	67	Auchan	0,65%
67	78	Rcs Media Group	0,63%
68	53	Daimler Mercedes	0,61%
69	84	Esselunga	0,61%
70	-	Geox	0,61%
71	76	GlaxoSmithKline	0,61%
72	-	Monte Paschi Siena	0,61%
73	-	Ing	0,61%
74	-	Agusta Westland	0,59%
75	47	Alenia Aeronautica	0,56%
76	-	BNP Paribas	0,54%
77	73	Henkel	0,54%
78	-	Ernst&Young	0,54%
79	-	Philip Morris	0,54%
80	79	Roche	0,52%
81	-	Valtur	0,52%
82	95	Abb	0,50%
83	-	American Express	0,48%
84	-	Iveco	0,48%
85	85	Kraft	0,48%
86	92	Plasmon	0,48%
87	-	Citigroup	0,48%
88	82	Bain&Co	0,46%
89	62	Fastweb	0,46%
90	71	Deloitte	0,46%
91	90	Heineken	0,46%
92	66	Alitalia	0,46%
93	-	3M	0,44%
94	-	Piaggio	0,42%
95	97	Carrefour	0,40%
96	-	Costa Crociere	0,40%
97	-	Deutsche Bank	0,39%
98	88	Indesit	0,39%
99	-	Total	0,37%
100	-	Edison	0,36%