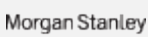


+	CLASIFICAR	LISTADO PREVIO	Marca	País de Origen	Sector	Valor de la Marca (\$m)
+	1	1		United States	Beverages	70,452
+	2	2		United States	Business Services	64,727
+	3	3		United States	Computer Software	60,895
+	4	7		United States	Internet Services	43,557
+	5	4		United States	Diversified	42,808
+	6	6		United States	Restaurants	33,578
+	7	9		United States	Electronics	32,015
+	8	5		Finland	Electronics	29,495
+	9	10		United States	Media	28,731
+	10	11		United States	Electronics	26,867
+	11	8		Japan	Automotive	26,192
+	12	12		Germany	Automotive	25,179
+	13	13		United States	FMCG	23,298
+	14	14		United States	Business Services	23,219
+	15	15		Germany	Automotive	22,322
+	16	16		France	Luxury	21,860
+	17	20		United States	Electronics	21,143
+	18	17		United States	Tobacco	19,961

	CLASIFICAR	LISTADO PREVIO	Marca	País de Origen	Sector	Valor de la Marca (\$m)
	19	19		South Korea	Electronics	19,491
	20	18		Japan	Automotive	18,506
	21	21		Sweden	Apparel	16,136
	22	24		United States	Business Services	14,881
	23	23		United States	Beverages	14,061
	24	22		United States	Financial Services	13,944
	25	26		United States	Sporting Goods	13,706
	26	27		Germany	Business Services	12,756
	27	25		Switzerland	Beverages	12,753
	28	28		Sweden	Home Furnishings	12,487
	29	37		United States	Financial Services	12,314
	30	30		United States	Alcohol	12,252
	31	31		United States	Transportation	11,826
	32	32		United Kingdom	Financial Services	11,561
	33	33		Japan	Electronics	11,485
	34	29		Japan	Electronics	11,356
	35	34		United States	FMCG	11,041
	36	43		United States	Internet Services	9,665

	CLASIFICAR	LISTADO PREVIO	Marca	País de Origen	Sector	Valor de la Marca (\$m)
	37	38		United States	Financial Services	9,372
	38	39		Japan	Electronics	8,990
	39	40		Canada	Media	8,976
	40	36		United States	Financial Services	8,887
	41	35		United States	Electronics	8,880
	42	42		Netherlands	Electronics	8,696
	43	46		United States	Internet Services	8,453
	44	41		Italy	Luxury	8,346
	45	44		France	FMCG	7,981
	46	48		United States	FMCG	7,534
	47	45		United States	Business Services	7,481
	48	50		Spain	Apparel	7,468
	49	47		Germany	Diversified	7,315
	50	49		United States	Automotive	7,195
	51	52		United States	FMCG	6,919
	52	57		United States	Financial Services	6,911
	53	55		Germany	Automotive	6,892
	54	63		Canada	Electronics	6,762

	CLASIFICAR	LISTADO PREVIO	Marca	País de Origen	Sector	Valor de la Marca (\$m)
	55	54		United States	Media	6,719
	56	53		France	Financial Services	6,694
	57	58		Switzerland	FMCG	6,548
	58	60		France	FMCG	6,363
	59	56		United States	Electronics	6,109
	60	61		United States	Restaurants	5,844
	61	N/A		United States	Beverages	5,777
	62	62		Germany	Sporting Goods	5,495
	63	65		Germany	Automotive	5,461
	64	67		United States	FMCG	5,072
	65	69		South Korea	Automotive	5,033
	66	64		United States	Internet Services	4,958
	67	81		Germany	Financial Services	4,904
	68	N/A		Spain	Financial Services	4,846
	69	70		France	Luxury	4,782
	70	66		United States	Diversified	4,704
	71	71		United States	FMCG	4,536

+	CLASIFICAR	LISTADO PREVIO	Marca	País de Origen	Sector	Valor de la Marca (\$m)
+	72	74		Germany	Automotive	4,404
+	73	75	Panasonic	Japan	Electronics	4,351
+	74	N/A		United Kingdom	Financial Services	4,218
+	75	80	<i>Johnson & Johnson</i>	United States	FMCG	4,155
+	76	76	TIFFANY & CO.	United States	Luxury	4,127
+	77	77	<i>Cartier</i>	France	Luxury	4,052
+	78	N/A		United States	Alcohol	4,036
+	79	82		France	Alcohol	4,021
+	80	N/A		Switzerland	Financial Services	4,010
+	81	92		Netherlands	Energy	4,003
+	82	94	VISA	United States	Financial Services	3,998
+	83	79		United States	Restaurants	3,973
+	84	78		United States	Apparel	3,961
+	85	N/A		Mexico	Alcohol	3,847
+	86	72		Switzerland	Financial Services	3,812
+	87	86	NIVEA	Germany	FMCG	3,734
+	88	95		United States	Computer Software	3,626
+	89	84		United Kingdom	Alcohol	3,624

	CLASIFICAR	LISTADO PREVIO	Marca	País de Origen	Sector	Valor de la Marca (\$m)
	90	N/A		United States	Diversified	3,586
	91	88		Italy	Automotive	3,562
	92	N/A		United Kingdom	Alcohol	3,557
	93	N/A		Netherlands	Alcohol	3,516
	94	N/A		Switzerland	Financial Services	3,496
	95	89		Italy	Luxury	3,443
	96	91		France	FMCG	3,403
	97	90		United States	Restaurants	3,339
	98	73		United States	Automotive	3,281
	99	100		United States	FMCG	3,241
	100	98		United Kingdom	Luxury	3,110