

North America

Top 10 by brand value

Rank	Brand	BV 09 \$m	BC	BM
1	Google	100,039	3	3
2	Microsoft	76,249	3	8
3	Coca-Cola*	67,625	4	8
4	IBM	66,622	3	5
5	McDonald's	66,575	4	6
6	Apple	63,113	3	9
7	GE (General Electric)	59,793	2	3
8	Marlboro	49,460	4	9
9	Wal-Mart	41,083	2	9
10	BlackBerry	27,478	2	6

*The brand of Coca-Cola includes Diet Coke, Coke Light and Coke Zero.

Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)