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The iPhone brought Apple a brand value change of 123 percent

## [Google Is, Once Again, World's Top Brand](#)

*Followed by General Electric and Microsoft*

The analysts of Millward Brown published the BrandZ 2008 Top 100 Brands, revealing that the Mountain View-based super search giant Google is, for the second year in a row, on the first position. Google has topped the table with a brand value of \$86,052M and a change of 30 percent in comparison with General Electric that came the second with a brand value of \$71,379M and a change of 15 percent.

Microsoft, the Redmond-based software company and the creator of the famous Windows operating system came the third with \$70,887M as brand value and 29 percent in brand value change. Other companies that were included in the top are: Apple, the 7th place with \$55,206M brand value, Nokia, the 9th place, with \$43,975M, BlackBerry, the 51st position with \$13,734M and an amazing 390 percent change and Yahoo, placed on the 62nd position with \$11,465M.

What's important is that Google, the company that topped the global top, isn't even included in the Top 20 brands in Europe, excluding the UK, in which Nokia won the first position, being followed by BMW and Louis Vuitton.

The North American region is obviously led by Google, General Electric, Microsoft and Coca-Cola. Apple, ranked the 7th in the global Top 100 Brands top with a brand value of 55,206. But what's more important is that the Cupertino-based company has recorded a brand value change of 123 percent which is quite remarkable considering the fact that Google, the company which leads the top recorded only 30 percent. However, Apple probably had this impressive growth thanks to the release of iPhone, a device which brought huge revenues from every corner of the world where it became available.