

Index globálních značek pro rok 2012

Základem Indexu globálních značek je výběr 100 titulů s nejhodnotnější globální značkou vypracovaný společností Interbrand. Seznam je každoročně aktualizován a uveřejňován prostřednictvím časopisu BusinessWeek. Tituly, které mají nízkou likviditu nebo nejsou obchodovatelné v měnách EUR či USD, byly nahrazeny expertním výběrem.

	TICKER	JMÉNO	ZEMĚ	MĚNA	SEKTOR
1	AAPL US	APPLE INC	UNITED STATES	USD	Technology
2	ABI BB	ANHEUSER-BUSCH INBEV NV	BELGIUM	EUR	Consumer, Non-cyclical
3	ACN US	ACCENTURE PLC-CL A	IRELAND	USD	Technology
4	ADBE US	ADOBE SYSTEMS INC	UNITED STATES	USD	Technology
5	ADS GR	ADIDAS AG	GERMANY	EUR	Consumer, Cyclical
6	ALV GR	ALLIANZ SE-REG	GERMANY	EUR	Financial
7	AMZN US	AMAZON.COM INC	UNITED STATES	USD	Communications
8	AVP US	AVON PRODUCTS INC	UNITED STATES	USD	Consumer, Non-cyclical
9	AXP US	AMERICAN EXPRESS CO	UNITED STATES	USD	Financial
10	BA US	BOEING CO/THE	UNITED STATES	USD	Industrial
11	BEI GR	BEIERSDORF AG	GERMANY	EUR	Consumer, Non-cyclical
12	BF/B US	BROWN-FORMAN CORP-CLASS B	UNITED STATES	USD	Consumer, Non-cyclical
13	BMW GR	BAYERISCHE MOTOREN WERKE AG	GERMANY	EUR	Consumer, Cyclical
14	BN FP	DANONE	FRANCE	EUR	Consumer, Non-cyclical
15	BP US	BP PLC-SPONS ADR	BRITAIN	USD	Energy
16	C US	CITIGROUP INC	UNITED STATES	USD	Financial
17	CA FP	CARREFOUR SA	FRANCE	EUR	Consumer, Non-cyclical
18	CAJ US	CANON INC-SPONS ADR	JAPAN	USD	Technology
19	CAT US	CATERPILLAR INC	UNITED STATES	USD	Industrial
20	CL US	COLGATE-PALMOLIVE CO	UNITED STATES	USD	Consumer, Non-cyclical
21	CS FP	AXA SA	FRANCE	EUR	Financial
22	CS US	CREDIT SUISSE GROUP-SPON ADR	SWITZERLAND	USD	Financial
23	CSCO US	CISCO SYSTEMS INC	UNITED STATES	USD	Communications
24	DAI GR	DAIMLER AG-REGISTERED SHARES	GERMANY	EUR	Consumer, Cyclical
25	DCM US	NTT DOCOMO INC-SPON ADR	JAPAN	USD	Communications
26	DE US	DEERE & CO	UNITED STATES	USD	Industrial
27	DELL US	DELL INC	UNITED STATES	USD	Technology
28	DEO US	DIAGEO PLC-SPONSORED ADR	BRITAIN	USD	Consumer, Non-cyclical
29	DIS US	WALT DISNEY CO/THE	UNITED STATES	USD	Communications
30	DTE GR	DEUTSCHE TELEKOM AG-REG	GERMANY	EUR	Communications
31	EAD FP	EADS NV	NETHERLANDS	EUR	Industrial
32	EBAY US	EBAY INC	UNITED STATES	USD	Communications
33	F US	FORD MOTOR CO	UNITED STATES	USD	Consumer, Cyclical
34	FP IM	FIAT SPA - PFD	ITALY	EUR	Consumer, Cyclical
35	GE US	GENERAL ELECTRIC CO	UNITED STATES	USD	Industrial
36	GOOG US	GOOGLE INC-CL A	UNITED STATES	USD	Communications
37	GPS US	GAP INC/THE	UNITED STATES	USD	Consumer, Cyclical
38	GS US	GOLDMAN SACHS GROUP INC	UNITED STATES	USD	Financial
39	HBC US	HSBC HOLDINGS PLC-SPONS ADR	BRITAIN	USD	Financial
40	HEIA NA	HEINEKEN NV	NETHERLANDS	EUR	Consumer, Non-cyclical
41	HMC US	HONDA MOTOR CO LTD-SPONS ADR	JAPAN	USD	Consumer, Cyclical
42	HMSB GR	HENNES & MAURITZ AB-B SHS	SWEDEN	EUR	Consumer, Cyclical
43	HNZ US	HJ HEINZ CO	UNITED STATES	USD	Consumer, Non-cyclical
44	HOG US	HARLEY-DAVIDSON INC	UNITED STATES	USD	Consumer, Cyclical
45	HPQ US	HEWLETT-PACKARD CO	UNITED STATES	USD	Technology
46	CHL US	CHINA MOBILE LTD-SPON ADR	HONG KONG	USD	Communications
47	IBM US	INTL BUSINESS MACHINES CORP	UNITED STATES	USD	Technology

Složení Indexu globálních značek pro rok 2012

	TICKER		JMÉNO	ZEMĚ	MĚNA	SEKTOR
48	IBN	US	ICICI BANK LTD-SPON ADR	INDIA	USD	Financial
49	INTC	US	INTEL CORP	UNITED STATES	USD	Technology
50	ITX	SM	INDITEX	SPAIN	EUR	Consumer, Cyclical
51	JNJ	US	JOHNSON & JOHNSON	UNITED STATES	USD	Consumer, Non-cyclical
52	JPM	US	JPMORGAN CHASE & CO	UNITED STATES	USD	Financial
53	K	US	KELLOGG CO	UNITED STATES	USD	Consumer, Non-cyclical
54	KMB	US	KIMBERLY-CLARK CORP	UNITED STATES	USD	Consumer, Non-cyclical
55	KO	US	COCA-COLA CO/THE	UNITED STATES	USD	Consumer, Non-cyclical
56	MA	US	MASTERCARD INC-CLASS A	UNITED STATES	USD	Consumer, Non-cyclical
57	MC	FP	LVMH MOET HENNESSY LOUIS VUI	FRANCE	EUR	Diversified
58	MCD	US	MCDONALD'S CORP	UNITED STATES	USD	Consumer, Cyclical
59	MMM	US	3M CO	UNITED STATES	USD	Industrial
60	MS	US	MORGAN STANLEY	UNITED STATES	USD	Financial
61	MSFT	US	MICROSOFT CORP	UNITED STATES	USD	Technology
62	NESR	GR	NESTLE SA-REG	SWITZERLAND	EUR	Consumer, Non-cyclical
63	NKE	US	NIKE INC -CL B	UNITED STATES	USD	Consumer, Cyclical
64	NOK1V	FH	NOKIA OYJ	FINLAND	EUR	Communications
65	OR	FP	L'OREAL	FRANCE	EUR	Consumer, Non-cyclical
66	ORCL	US	ORACLE CORP	UNITED STATES	USD	Technology
67	PAH3	GR	PORSCHE AUTOMOBIL HLDG-PFD	GERMANY	EUR	Consumer, Cyclical
68	PC	US	PANASONIC CORP-SPON ADR	JAPAN	USD	Consumer, Cyclical
69	PEP	US	PEPSICO INC	UNITED STATES	USD	Consumer, Non-cyclical
70	PFE	US	PFIZER INC	UNITED STATES	USD	Consumer, Non-cyclical
71	PG	US	PROCTER & GAMBLE CO/THE	UNITED STATES	USD	Consumer, Non-cyclical
72	PHIA	NA	KONINKLIJKE PHILIPS ELECTRON	NETHERLANDS	EUR	Industrial
73	PM	US	PHILIP MORRIS INTERNATIONAL	UNITED STATES	USD	Consumer, Non-cyclical
74	PP	FP	PPR	FRANCE	EUR	Consumer, Cyclical
75	RDSA	NA	ROYAL DUTCH SHELL PLC-A SHS	NETHERLANDS	EUR	Energy
76	RIMM	US	RESEARCH IN MOTION	CANADA	USD	Technology
77	RMS	FP	HERMES INTERNATIONAL	FRANCE	EUR	Consumer, Cyclical
78	RY	US	ROYAL BANK OF CANADA	CANADA	USD	Financial
79	SAN	SM	BANCO SANTANDER SA	SPAIN	EUR	Financial
80	SAP	GR	SAP AG	GERMANY	EUR	Technology
81	SBUX	US	STARBUCKS CORP	UNITED STATES	USD	Consumer, Cyclical
82	SIE	GR	SIEMENS AG-REG	GERMANY	EUR	Industrial
83	SMSN	LI	SAMSUNG ELECTR-GDR	SOUTH KOREA	USD	Technology
84	SNE	US	SONY CORP-SPONSORED ADR	JAPAN	USD	Consumer, Cyclical
85	T	US	AT&T INC	UNITED STATES	USD	Communications
86	TIF	US	TIFFANY & CO	UNITED STATES	USD	Consumer, Cyclical
87	TM	US	TOYOTA MOTOR CORP -SPON ADR	JAPAN	USD	Consumer, Cyclical
88	TRI	US	THOMSON REUTERS CORP	UNITED STATES	USD	Communications
89	UBS	US	UBS AG-REG	SWITZERLAND	USD	Financial
90	UPS	US	UNITED PARCEL SERVICE-CL B	UNITED STATES	USD	Industrial
91	V	US	VISA INC-CLASS A SHARES	UNITED STATES	USD	Consumer, Non-cyclical
92	VOD	US	VODAFONE GROUP PLC-SP ADR	BRITAIN	USD	Communications
93	VOW3	GR	VOLKSWAGEN AG-PFD	GERMANY	EUR	Consumer, Cyclical
94	VZ	US	VERIZON COMMUNICATIONS INC	UNITED STATES	USD	Communications
95	WFC	US	WELLS FARGO & CO	UNITED STATES	USD	Financial
96	WMT	US	WAL-MART STORES INC	UNITED STATES	USD	Consumer, Cyclical
97	XOM	US	EXXON MOBIL CORP	UNITED STATES	USD	Energy
98	XRX	US	XEROX CORP	UNITED STATES	USD	Technology
99	YHOO	US	YAHOO! INC	UNITED STATES	USD	Communications
100	YUM	US	YUM! BRANDS INC	UNITED STATES	USD	Consumer, Cyclical