EXHIBIT 7.2 The Strongest and Weakest U.S. Corporate Reputations

Rank	Company	Reputation Quotient®
	The Strongest Reputations	
1.	Apple	85.62
2.	Google	82.82
3.	The Coca-Cola Company	81.99
4.	Amazon.com	81.92
5.	Kraft Foods	81.62
6.	The Walt Disney Company	81.28
7.	Johnson & Johnson	80.45
8.	Whole Foods Market	80.14
9.	Microsoft	79.87
10.	UPS	79.75
11.	Sony	79.22
12.	Honda	78.95
13.	Samsung	78.11
14.	Home Depot	78.11
15.	Procter & Gamble	78.09
	The Weakest Reputations	
46.	Chevron	64.72
47.	Sears	64.26
48.	Time Warner	63.38
49.	T-Mobile	62.82
50.	Chrysler	60.30
51.	ExxonMobil	60.01
52.	Wells Fargo	59.50
53.	Comcast	59.10
54.	News Corp	57.14
55.	Citigroup	55.95
56.	JPMorgan Chase	54.84
57.	BP	53.50
58.	Bank of America	49.85
59.	Goldman Sachs	47.57
60.	AIG	46.18

Source: From Harris Interactive, "The Annual RQ 2008: The Reputations of the Most Visible Companies™." Copyright 2008 Harris Interactive, (http://www.harrisinteractive.com/services/pubs/HI_BSC_REPORT_AnnualRQ2008_Rankings.pdf), accessed July 31, 2009.

branding and positioning as they create trust between the firm and its stakeholders. Exhibit 7.2 lists U.S. firms having some of the strongest and weakest public reputations. Note that firms with lower reputation scores, such as BP and Goldman Sachs, have experienced a number of scandals and legal problems in recent years. Many major financial corporations currently have weak reputations because of the financial scandals that

EXHIBIT 7.4 The World's Twenty-Five Most Valuable Brands

Brand Rank	Brand	2012 Brand Value ($M)	% Change in Brand Value 2012 vs. 2011	Country of Ownership
1	Apple	182,951	19	U.S.
2	IBM	115,985	15	U.S.
3	Google	107,857	-3	U.S.
4	McDonald's	95,188	17	U.S.
5	Microsoft	76,651	-2	U.S.
6	Coca-Cola	74,286	1	U.S.
7	Marlboro	73,612	9	U.S.
8	AT&T	68,870	-1	U.S.
9	Verizon	49,151	15	U.S.
10	China Mobile	47,041	-18	China
11	GE	45,810	-9	U.S.
12	Vodafone	43,033	-1	UK
13	ICBC	41,518	-7	China
14	Wells Fargo	39,754	8	U.S.
15	Visa	38,284	34	U.S.
16	UPS	37,129	4	U.S.
17	Walmart	34,436	-8	U.S.
18	Amazon.com	34,077	-9	U.S.
19	Facebook	33,233	74	U.S.
20	Deutsche Telecom	26,837	-10	Germany
21	Louis Vuitton	25,920	7	France
22	SAP	25,715	-1	Germany
23	BMW	24,623	10	Germany
24	China Construction Bank	24,517	-4	China
25	Baidu	24,326	8	China

Source: BrandZ™ Top 100 Most Valuable Global Brands 2012 (http://www.wpp.com/NR/rdonlyres/4B44C834-AEA8-4951-871A-A5B937EBFD3E/0/brandz_2012_top_100.pdf).

who use "Mc" in their names. Due to the differing and often lax legal systems in other nations, brand abuse is quite common in foreign markets. It is not surprising that patent, copyright, and intellectual property law has become a growth industry both in the United States and around the world. Without these protections in place, firms run the real risk of having their brand become synonymous with an entire product category. Scotch tape, Xerox copiers, Band-Aid adhesive bandages, Coca-Cola, FedEx, and Kleenex constantly fight this battle. To protect their brands, firms obtain trademarks to legally designate that the brand owner has exclusive use of the brand and to prohibit others from using the brand in any way. Former brand names that their parent companies did not protect sufficiently include aspirin, escalator, nylon, linoleum, kerosene, and shredded wheat.