
GOOGLE OVERTAKEN BY APPLE AS MOST VALUABLE BRAND



Apple is the top brand in the world, and according to the 2011 Millward Brown BrandZ study, Google dropped to second. Amazon edged out Walmart. Perhaps the move to e-commerce is really underway. Among companies with troubles in the last couple of years, Toyota bounded back but BP did not fare well. Fifteen of the 20 financial giants who took hits during the recession gained in value. The fastest growing brand value was Facebook followed by a Chinese search engine. As a matter of fact, China had 12 brands in the top 100, up from seven last year. Read the full article here: [Apple Ends Google's Four-Year Run as Most Valuable Brand](https://blog.granted.com/)

<https://blog.granted.com/>