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# BEST GLOBAL BRANDS WITH INTERBRAND

### INTEGRATED REPORT

#### BEST GLOBAL BRANDS WITH INTERBRAND

The top 100 global brands

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The Best Global Brands report continues our pioneering coverage of what makes a name more than just a name—how strong brands can forge emotional connections, transform industries, and cushion cyclical downturns.

In partnership with leading brand consultancy Interbrand, BusinessWeek editors rank the 100 most powerful brands according to a proprietary formula based on market leadership, projected profits, and financial filings. We examine the winners' strategies and explore the challenges of those who slipped down the list.

Reach leaders worldwide seeking inspiration and insight into how others are maintaining brand strength despite tough times. Leverage our connection in print and online.

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### Best Global Brands

SPECIAL REPORT  
**Best Global Brands**  
Gutsy marketers spend into the teeth of a recession. Several of BusinessWeek's 100 Best Global Brands are doing exactly that.

- Slide Show: The 100 Top Brands
- Plus: Hard Times, Hard Sell

**Picking the 100 Best Brands**  
Here's how Interbrand puts a number on the power of a name.

**Brands: Moving Overseas to Move Upmarket**  
Consumer goods regarded as workaday in their home countries often gain luxury cachet when launched in a foreign land.

**How Brands Become 'Girl Approved'**  
Monday can't buy you love with millennial girls. In fact, scoring brand equity with Gen Y is getting a whole lot harder.

- Slide Show: The BusinessWeek Global Brand List: The Millennial Girls' Take

**FEATURED VIDEO**  
**Best Global Brands**  
Familiar names, solid brand recognition: Here's a look at the world's top brands and why they fare so well with consumers.

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THIS ISSUE  
September 29, 2008  
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FEATURED SLIDE SHOWS

# BEST GLOBAL BRANDS

By Matt Fagan  
Illustration by Henry Cavendish

Gutsy marketers spend into the teeth of a recession. Several of BusinessWeek's 100 Best Global Brands are doing exactly that.

Every time a recession threatens, executives glare at the balance sheet and wonder about one particular expense: brand building. It's building the marketing budget and seeing exactly whether, after all, doing so won't hurt product quality or, worse still, hurt stock's value. As the business world has been thrown by several months, a number of brand-building companies have come up with marketing plans, including Coca-Cola and Visa. U.S. automakers have already done so. As have several hard-hit banks. Then there are the other guys—consumer products that refuse to let tough times dictate their fate: Lego, the rights man constructed the numbers for our ranking stage on the perfect amount to get a leg up on a recession-stricken market. Companies that typically address changes to spend money during an economic downturn, the biggest, are those companies that re-opening their book market on their. It's because what they do when they're not in business. History shows that a recession can be an auspicious time to invest in a brand. None of the most successful brands today.