

Apple corporate reputation shines: Harris Poll

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A giant Apple logo can be seen at a store in the southern German city of Munich. Apple dethroned Google as the company with the most respected image in the eyes of consumers, according to Harris Interactive study results.

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The maker of iPhones, [iPads](#), iPods and [Macintosh computers](#) got the highest score ever seen in the annual Harris Poll RQ study, which asks people to rate the reputations of 60 of the most well-known US companies.

"Apple's current dominance is built on strong investments in its brand, predominately through its products and services," the authors said in summary.

"Despite today's challenging environment, Apple records the highest score in the RQ's history."

Of six categories measured, California-based Apple ranked top in financial performance, products and services, vision and leadership and workplace environment.

[Google](#), which had the highest reputation score in the study last year, was nudged to second place despite "an excellent score".

"We are seeing the emergence of a group of companies that garner reputation equity by being positively associated with multiple industries," said Harris Interactive executive vice president Robert Fronk.

"Companies like Apple, Google, and Amazon.com combine innovation and leadership across multiple business areas, giving them true competitive advantage."

Online retail titan amazon.com scored highest in the study's "emotional appeal" category while grocery chain Whole Foods led the "social responsibility category".

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