

Google tops Harris corporate reputation poll

May 3 2011



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[Google](#) climbed from third place in last year's survey.

The poll of more than 30,000 people revealed "positive momentum" in how the public views corporations, with opinions overall becoming

steadily more favorable since 2009, according to Fronk.

People seemed to avoid letting trouble at individual [corporations](#) taint opinions of entire sectors, the Harris poll indicated.

"The only industry that broad brush painting is still occurring is the financial services sector," Fronk said.

"The public still believes that systemic selfishness, poor decision making and a lack of transparency and honesty are the norm across the category."

Johnson & Johnson ranked second in the 2011 "reputation quotient" study, followed by 3M.

California-based Apple had the fifth-best reputation, followed by Intel, Kraft, Amazon, General Mills and the Walt Disney Company, according to Fronk.

All top 10 companies on the list saw their reputations improved from last year.

Key attributes to reputation were trust, admiration, and respect along with being seen as a company that outperformed competitors while keeping ethics high.

The message from the US public was "Do well while doing good," according to Fronk.

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Citation: Google tops Harris corporate reputation poll (2011, May 3) retrieved 21 September 2024 from <https://phys.org/news/2011-05-google-tops-harris-corporate-reputation.html>

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