DID YOU KNOW?

of business value in the USA is made up of intangible assets, such as brand.

72%

$1,000,000,000

BRAND VALUE BY SIZE

Number of Brands

Total Value ($ billion)

>$100 ................. 1 $105
>$50 .................. 4 $237
>$10 .................. 40 $1837
>$1 ..................... 455 $1,247

Total Brands: 455
Total Brand Value: $1,247 billion

I can make a whole lot more money skillfully managing intangible assets than managing tangible assets.

Warren Buffett, Berkshire Hathaway

To find out more, please email us or visit our website:

usa@brandfinance.com
Brandirectory.com for the full ranking
Brandfinance.com for more about Brand Finance

USA VS THE WORLD

$17.9 TRILLION: Value of ‘Brand USA’ – the most valuable nation brand in the world

$2.5 TRILLION: Combined value of all American billion dollar brands – greater than the GDP of the United Kingdom

$105 BILLION: Apple’s brand value – more than the cost of the Apollo Space Program in today’s dollars

I have made the decision that brand value is our...