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取得好成绩！ Apple has overtaken Google as the worlds most valuable brand, ending a four-year reign by the Internet search leader, according to a new study by global brands agency Millward Brown。

The iPhone and iPad makers brand is now worth \$153 billion, almost half Apples market capitalization, says the annual BrandZ study of the worlds top 100 brands。 Apples portfolio of coveted consumer goods propelled it past Microsoft to become the worlds most valuable technology company last year。

Peter Walshe, global brands director of Millward Brown, says Apples meticulous attention to detail, along with an increasing presence of its gadgets in corporate environments, have allowed it to behave differently from other consumer-electronics makers。

"Apple is breaking the rules in terms of its pricing model," he told the reporters by telephone. "Its doing what luxury brands do, where the higher price the brand is, the more it seems to underpin and reinforce the desire."

"Obviously, it has to be allied to great products and a great experience, and Apple has nurtured that." By contrast, one of the brands most threatened by Apples rising popularity in offices took a big hit in the survey。

Research In Motions BlackBerry brand lost a fifth of its brand value. Among technology companies, only Nokias 28 percent decline was steeper。

Of the top 10 brands in Mondays report, six were

technology and telecoms companies: Google at number two, IBM at number three, Microsoft at number five, AT 100Test 下载频道开通, 各类考试题目直接下载。详细请访问 www.100test.com