CPA Practice **Advisor**

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as well-known, but perhaps less respected, like some fast food or alcohol and tobacco companies. While others have an even lower impression... think Enron? But which brands do small businesses trust the most?

Isaac M. O'Bannon • Mar. 28, 2014



Some brands are iconic, like Disney, Microsoft and Google. Others are just as well-

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When it comes to computer manufacturers, Dell has dropped several slots. The survey of 1,6000 business owners has been conducted for more than a decade. This year's top brands:

Top 25 Brands

- 1. Amazon
- 2. Apple
- 3. Google
- 4. Microsoft
- 5. Southwest Airlines
- 6. FedEx
- 7. Intel
- 8. Samsung
- **9.** HP
- 0. UPS Store
- l1. UPS
- 2. Dropbox
- 3. Marriott Hotels
- 4. Visa Business Credit Card
- 5. FedEx Office
- 6. Courtyard by Marriott
- 7. Staples
- 8. American Express OPEN
- 9. Adobe
- 0. Visa
- 21. Hilton Garden Inn
- 2. Citrix GoToMeeting
- 3. Square

4. Vanguard

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