

Coke still the world's most valuable brand

Coca-Cola has kept its position as the world's most valuable brand after narrowly beating Microsoft in the latest annual rankings published by Business Week magazine. The value of the top 100 brands in the table are derived by putting a present-day value on the profits the brands are thought likely to generate in the future. Although Coke is experiencing a weak demand in the US, this was offset by growing sales in developing markets around the world.

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