

《中国上市公司品牌价值排名出炉，哪些公司实力最强？》

导读:近日，清华大学中国企业研究中心与每日经济新闻联合发布了中国上市公司品牌价值排名，其中腾讯控股高居榜首。



China's tech giant Tencent has been crowned the most valuable brand among Chinese-listed companies this year, beating the country's telecom companies and big banks, according to a recently released list.

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The rankings prepared by Tsinghua University's National Entrepreneurship Research Center and National Business Daily, looked at 4344 Chinese enterprises that were listed on the A-share market or as concept stocks overseas as of last year.

??A????????????????4344??????

"We can measure any Chinese listed company's brand value on the basis of its data," Professor Zhao Ping of Tsinghua University's National Entrepreneurship Research Center told china.com.cn.

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In the list, the concept of brand value covers a company's business earnings, a brand's contribution to total

revenue and brand potential.

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The top five companies' brand value combined accounts for 53 percent of the brand value of the top 100 companies.

????????????????????100????????53%?

Let's take a look at the top 10 most valuable Chinese brands.

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No 10 Agricultural Bank of China

?10????????

Brand value: 104,901 million yuan

?????1049.01??

No 9 Ping An Insurance (Group) company of China

?9????????????????

Brand value: 119,076 million yuan

?????1190.76??

No 8 China Petroleum and Chemical Corp (Sinopec)

?8??????

Brand value: 130,342 million yuan

?????1303.42??

No 7 China Construction Bank

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Brand value: 149,000 million yuan

?????1490.00??

No 6 Industrial and Commercial Bank of China

?6?????????

Brand value: 234,899 million yuan

?????2348.99??

No 5 Shanghai Automotive Industry Corporation (SAIC)

?5????????????

Brand value: 239,437 million yuan

?????2394.37??

No 4 China National Petroleum Corporation (CNPC)

?4?????????????

Brand value: 274,284 million yuan

?????2742.84??

No 3 Alibaba Group

?3?????????

Brand value: 560,652 million yuan

?????5606.52??

No 2 China Mobile

?2??????

Brand value: 585,440 million yuan

?????5854.40??

No 1 Tencent Holdings Ltd

?1??????

Brand value: 621,371 million yuan

?????6213.71??

