The value of the H&M and Ikea brand swell - while Nokia tumbles.

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- Swedish firms among world's top brands
- H&M founders donate $137 million to employees
- Ikea invests in more wind power plants
- Nokia sacks CEO after smart-phone fiasco

Technology brands continue to lead the pack at global branding consultancy Interbrand's prestigious "Best Global Brands" ranking with IBM, Microsoft and Google as the world's top brands.

Two Swedish brands were among the 100 most valuable brands. Both Ikea and H&M kept their positions while brand values increased in the 2010 ranking.

Cheap'n'chic fashion group H&M was ranked as the world's 21st most valuable brand with a price tag of 16.1 billion dollar, 5 percent higher than in last year's ranking.

"While H&M engages consistently with its customers on Facebook, YouTube and Twitter to drive traffic to its website (which is not yet globally available), its stores and window displays continue to be the brand's most important channel of communication", Interbrand pointed out.

Swedish furniture giant IKEA was ranked at place 28 with a brand value of 12.5 billion dollar, 4 percent higher than last year.

“Its effort to cut prices on its items as well as promote itself in a humorous and quirky way keeps customers engaged and supports the cult following IKEA has built over the years”, the branding consultancy said.

Finland’s Nokia , the world’s biggest mobile phone maker, dropped from 5th to 8th place while its brand value declined 15 percent to 29.5 billion dollar.

“While Nokia certainly maintains leadership in global market share of handsets, the brand has fallen behind where the most profitable sectors of the market have developed – most notably, smartphones”, Interbrand said.

IBM, Microsoft and Google lead Interbrand’s 11th annual ranking of the “Best Global Brands.” Google saw a 36 percent increase in value over last year, bringing the brand closer than ever to rival Microsoft.

“2010 was the beginning of a long road back towards economic recovery,” said Jez Frampton, group chief executive at Interbrand. “From real-time customer feedback through social media to increased transparency about corporate citizenship, brands were faced with a profound change in the way they relate to customers and demonstrate their relevance and value. Despite this new paradigm of brand management, the advantages of building a solid brand remain the same.”

Full statements:

- H&M ranked 21st most valuable brand
- IKEA ranked 28th most valuable brand
- Nokia drops in global brand ranking

Rank	Previous Rank	Brand	Country of Origin	Brand Value
1	1		United States	

2	2	United States
3	3	United States
4	7	United States
5	4	United States
6	6	United States
7	9	United States
8	5	Finland
9	10	United States
10	11	United States

11	8	Japan
12	12	Germany
13	13	United States
14	14	United States
15	15	Germany
16	16	France
17	20	United States
18	17	United States
19	19	South Korea

20	18	Japan
21	21	Sweden
22	24	United States
23	23	United States
24	22	United States
25	26	United States
26	27	Germany
27	25	Switzerland
28	28	Sweden

29	37	United States
30	30	United States
31	31	United States
32	32	United Kingdom
33	33	Japan
34	29	Japan
35	34	United States
36	43	United States
37	38	United States

38	39	Japan
39	40	Canada
40	36	United States
41	35	United States
42	42	Netherlands
43	46	United States
44	41	Italy
45	44	France
46	48	United States
47	45	United States

48	50	Spain
49	47	Germany
50	49	United States
51	52	United States
52	57	United States
53	55	Germany
54	63	Canada
55	54	United States
56	53	France

57	58	Switzerland
58	60	France
59	56	United States
60	61	United States
61	N/A	United States
62	62	Germany
63	65	Germany
64	67	United States
65	69	South Korea

66	64	United States
67	81	Germany
68	N/A	Spain
69	70	France
70	66	United States
71	71	United States
72	74	Germany
73	75	Japan
74	N/A	United Kingdom

75	80	United States
76	76	United States
77	77	France
78	N/A	United States
79	82	France
80	N/A	Switzerland
81	92	Netherlands
82	94	United States
83	79	United States

84	78	United States
85	N/A	Mexico
86	72	Switzerland
87	86	Germany
88	95	United States
89	84	United Kingdom
90	N/A	France
91	88	Italy
92	N/A	United Kingdom
93	N/A	Netherlands

94	N/A	Switzerland
95	89	Italy
96	91	France
97	90	United States
98	73	United States
99	100	United States
100	98	United Kingdom

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