



To determine the best-regarded companies in 52 industries, Korn Ferry asked executives, directors, and analysts to rate enterprises in their own industry on nine criteria, from investment value and quality of management and products to social responsibility and ability to attract talent. A company's score must rank in the top half of its industry survey to be listed.

Results were not published in the following categories owing to insufficient response rates: Cable and Satellite Providers, Petroleum Refining, Pipelines, and U.S. Energy.

To select the 50 All-Stars, Korn Ferry asked 3,900 executives, directors, and securities analysts who had responded to the industry surveys to identify the 10 companies they admired most. They chose from a list made up of the companies that ranked in the top 25% in last year's surveys, plus those that finished in the top 20% of their industry. Anyone could vote for any company in any industry.

The difference in the voting rolls explains why some results can seem at odds with each other. For example, Deere fell off the All-Star list but moved up one notch within the construction and farm machinery category when votes from only those in that industry were counted.