

Apple retains throne as world's most admired company

This is the 18th consecutive year Apple has topped Fortune's list of most admired companies.

Continuing its impressive 18-year winning streak, Apple has once again taken the top spot on Fortune's annual "World's Most Admired Companies" list.

To determine the best of the best, Fortune and partner Korn Ferry evaluated more than 1,500 companies, including 1,000 of the largest U.S. companies ranked by revenue. The rest were non-U.S. companies with revenue of more than \$10 billion.



Apple CEO - Tim Cook.

Then, 3,380 CEOs, directors and analysts were asked to rate companies in their industry on nine criteria. The criteria included: investment value, management quality, products, social responsibility and ability to attract talent.

Nvidia, meanwhile, had an impressive showing thanks to its GPU chips, which play a key role in the widespread deployment of generative AI. The company jumped six spots from its previous position to take the No. 4 spot.



Apple Park headquarters.

Rounding out the top 10 most admired companies in the world are Berkshire Hathaway, Costco, JPMorgan Chase, Walmart, Google and YouTube parent Alphabet and American Express. In 2023, Apple scored highest in social responsibility, financial soundness, innovation and global competitiveness.

Previously, in 2022, "Apple House" was praised for its people management, innovation, social responsibility, long-term investment value, etc.

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