ON THE FRONT COVER

1. U.S. 41.9%
2. UK 10.0%
3. Germany 7.6%
4. Japan 6.5%
5. France 5.4%
6. Sweden 3.0%
7. Netherlands 3.0%
8. Switzerland 2.8%
9. Canada 2.2%
10. Rest of the world 17.6%

1,000 companies were selected. The total number of countries represented is 35. The selection is based on local market capitalization. Compared to the year before, the selection now includes a larger number of companies from Asia/Pacific and Latin America, reflecting a growing importance of these regions in the world economy.

The survey and research methodology were developed in 1996 by The Enterprise Group. For details, see the company's website at www.corporateessentials.com.

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Company selection: Corporate Essentials.

Report scanning and scoring: e.com consultants. Rating by e.com and independent rating panel.


A graphic guide to the world of annual reports.

The front cover charts the reporting gap on our five categories of criteria between the average score of top 10 reports ranked and the average score of 10 reports ranked in the region of non-Western companies. Some charts are based on non-Western companies and more solid, very often less simple, and for most not sexy. Sign of the times?

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ANKUHNED BEIT? UFP? BOUND?

The year’s global report ranking is based on a model created from a random sample of companies. It is based on 100 reports analyzed at each point in time. We try to:
- Which may be the tip? Which critics were more the gauge?

ECONOMICALLY DONE... AND AWARDED

150+ reports are singled out for delivering better than others on certain components. Among others, innovation is assessed on each of about an equal of the key reporting items. Plus a special award.

INDUSTRY RATING

100 reports are benchmarked for determining better than others on certain components. Among others, innovation is assessed on each of about an equal of the key reporting items. Plus a special award.

BANKING

The year’s global report ranking is based on a model created from a random sample of companies. It is based on 100 reports analyzed at each point in time. We try to:
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