

Google still the world's most attractive employer – but faces growing competition from the big accountant companies.



Google founders Larry Page and Sergey Brin the world's most attractive employers

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Google is still the world's most attractive employer. But it's facing growing competition from the big four auditing firms, Swedish branding firm Universum said Tuesday as it released its yearly global employer attractiveness ranking, based on 130,000 career seekers, with a business or engineering background.

“We’re witnessing the auditing firms and FMCG companies (Fast Moving Consumer Goods) reconquering their talent group after a brief love-affair with the IT industry”, said Michal Kalinowski, chief executive officer of the Stockholm-based company.

In the business category, 2010 has been a good year for the auditing industry, as KPMG, Ernst&Young, PricewaterhouseCoopers and Deloitte now take four out of the top five places in the ranking.

At the same time, banks, management consulting companies and oil firms are being perceived as less attractive employers.

Google attacked by auditing firms: Swedish study

Written by Johan Nylander

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In the engineering category the IT-sector companies continue to dominate: the top three employers – Google, Microsoft, and iBM – maintain their positions from last year. The notable changes are Japan's Sony at no. four and Apple's new entry.

Swedish home furnishings giant IKEA was ranked as the world's 23:d most attractive employer among business students and at number 35 among engineers.

German car manufacturer BMW is still the most powerful employer brand in the automotive industry.

More [highlights](#) from the report.

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Top 50 BUSINESS

Company	Ranking 2010
Google	1
KPMG	2
Ernst & Young	3
PricewaterhouseCoopers	4
Deloitte	5
Procter & Gamble	6
Microsoft	7
The Coca-Cola Company	8
J.P. Morgan	9
Goldman Sachs	10
L'Oréal	11
BMW	12
Sony	13
Johnson & Johnson	14
The Boston Consulting Group	15
McKinsey & Company	16
Morgan Stanley	17
Apple	18
IBM	19
Deutsche Bank	20
Nestlé	21
Bank of America / Merrill Lynch	22
IKEA	23

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adidas	24
Accenture	25
Unilever	26
General Electric	27
PepsiCo	28
Citi	29
UBS	30
Credit Suisse	31
Kraft Foods	32
Bain & Company	33
Heineken	34
American Express	35
Barclays	36
Hewlett-Packard	37
Volkswagen	38
LVMH	39
Shell	40
Toyota Motor	41
Nokia	42
Esso/ExxonMobil	43
Intel	44
Dell	45
Pfizer	46
Ford Motor Company	47
Cisco Systems	48
ING Group	49
General Motors	50

Top 50 ENGINEERING

Company	Ranking 2010
Google	1
Microsoft	2
IBM	3
Sony	4
BMW	5
Intel	6
General Electric	7
Siemens	8
Procter & Gamble	9
Apple	10
Cisco Systems	11
Johnson & Johnson	12
Hewlett-Packard	13
Shell	14

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The Coca-Cola Company	15
Esso/ExxonMobil	16
Volkswagen	17
Toyota Motor	18
Nestlé	19
Ford Motor Company	20
3M	21
Dell	22
General Motors	23
Accenture	24
Philips	25
McKinsey & Company	26
Nokia	27
BP	28
L'Oréal	29
Schlumberger	30
Oracle	31
Pfizer	32
Bosch	33
Goldman Sachs	34
IKEA	35
The Boston Consulting Group	36
DuPont	37
Kraft Foods	38
Bayer	39
Deloitte	40
J.P. Morgan	41
Unilever	42
adidas	43
Lenovo	44
BASF	45
Novartis	46
GlaxoSmithKline	47
Heineken	48
Ernst & Young	49
Morgan Stanley	50

The global rankings are based on the employer preferences of students from Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, Spain, U.K., and U.S.

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