



文書番號 : 0000-000

2004. 6. 23

受 信 :

題 目 :

2004 『 가 』

?

3~6

가

(The Korea's Most Admired Company)

가

( )

6 29 ( ) ( 6 28 19:00 )

1 :

1. 가
- 2.

2 :

- 2004 가
1. 가 All Star
    - (1) All Star
    - (2) 가
  2. 가
    - (1) 가 1
    - (2)
    - (3) 1
  3. 가
    - (1) 가 Top 10
    - (2) All Star

3 :

韓國能率協會  
 韓國能率協會  
 會長 宋 仁 相



# 2004 ‘ 가 ’

: (Tel. 02 - 3786 - 0611)

## ■ 1 :

### 1. 가

#### (1) 가

- ‘ 가 ’ ,  
 가 ( ) ,
- ‘ 가 ’ ,  
 가  
 21 .

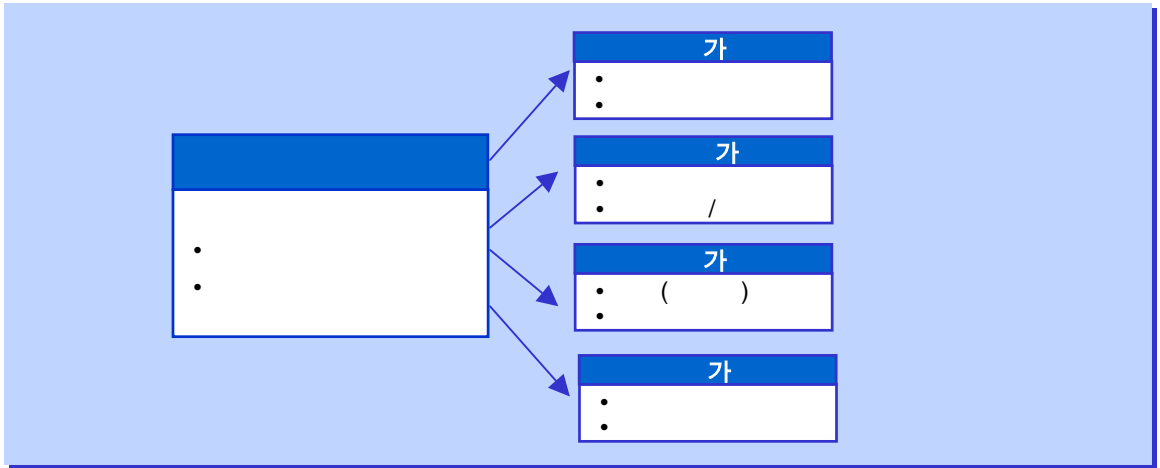
#### (2)

- ‘ 가 ’ , 가 All Star  
 가

	가 All Stars	가	
■	가	■ 36 ( 36 ) 가	
■		■	
■	: : 1,508	■ : ■ : 3,600 ( 100 )	
■	: : : : 2004 3 23 ~ 4 15		
	(7,063 )	3,894	126 3,043
		or FAX	
		2004 4 23 ~ 6 11	

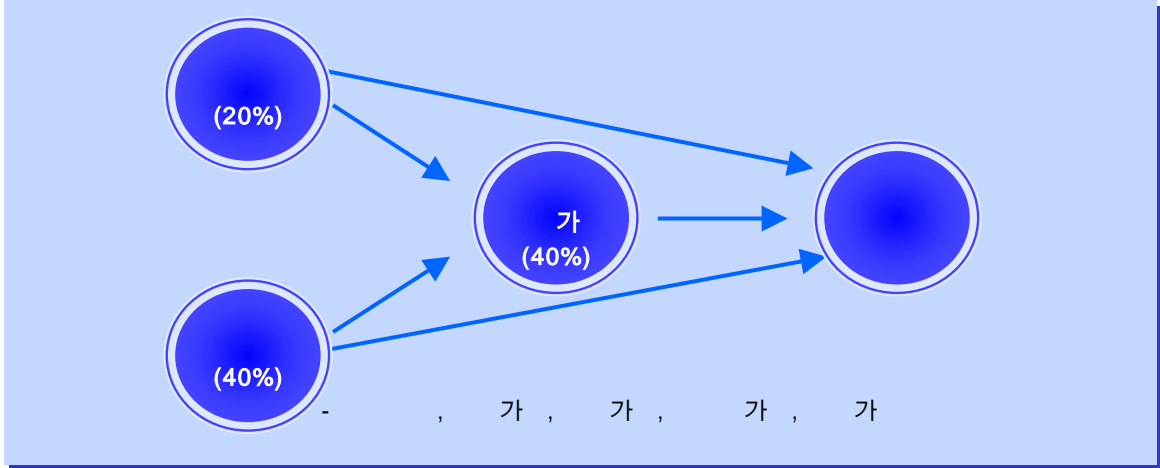
**(3)**

- 가 가 , 가 , 가 , 가 , 가 , 가 , 가 ,



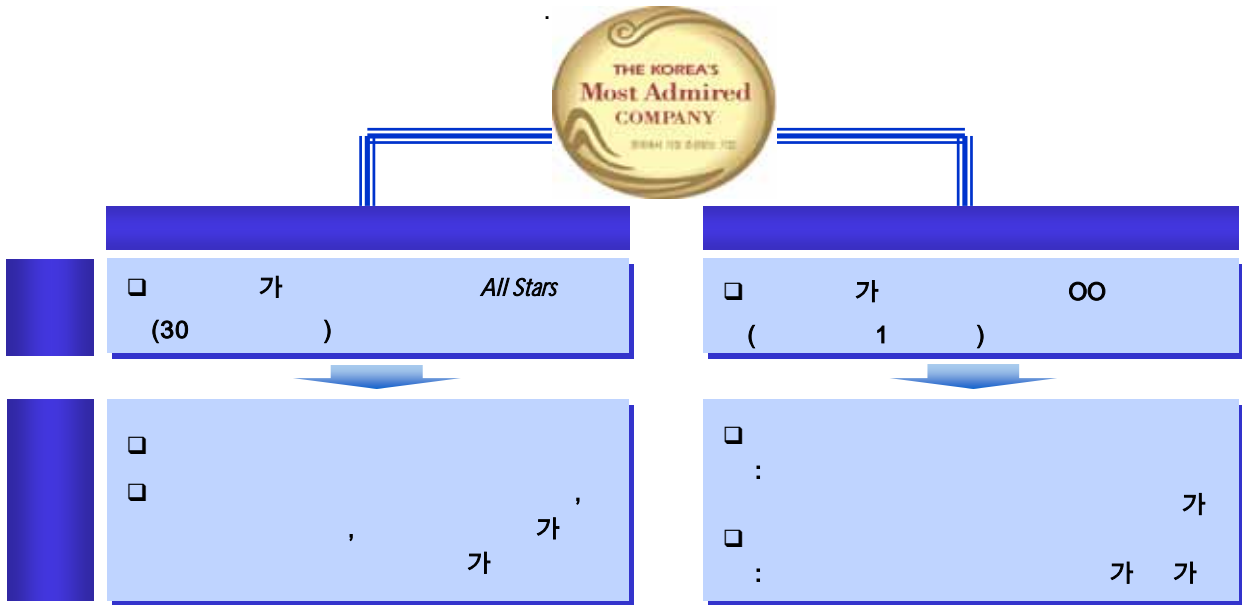
**(4)**

- ( ) = (20%)+ (40%)+ 가(40%) , 가 50%
- - ✓ : 가 List Up (%)
  - ✓ : , 가 , 가 , 가 , 가 가
  - ✓ 가 : 가 가

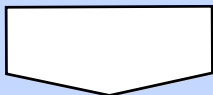


(5)

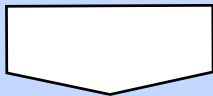
- 가 All star 1
- . All star , 1



(6)

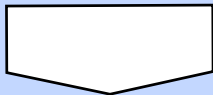


• 2003 10 : ‘ 가 , ’

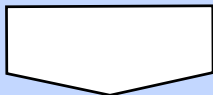


• 2003 11 ~ 12 : Fortune誌, Financial Time誌

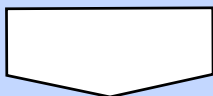
• 2003 12 ~ 2004 1 :



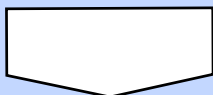
• 2004 2 : ‘KMA , ’



• 2004 2 :



• 2004 3 ~ 4 :

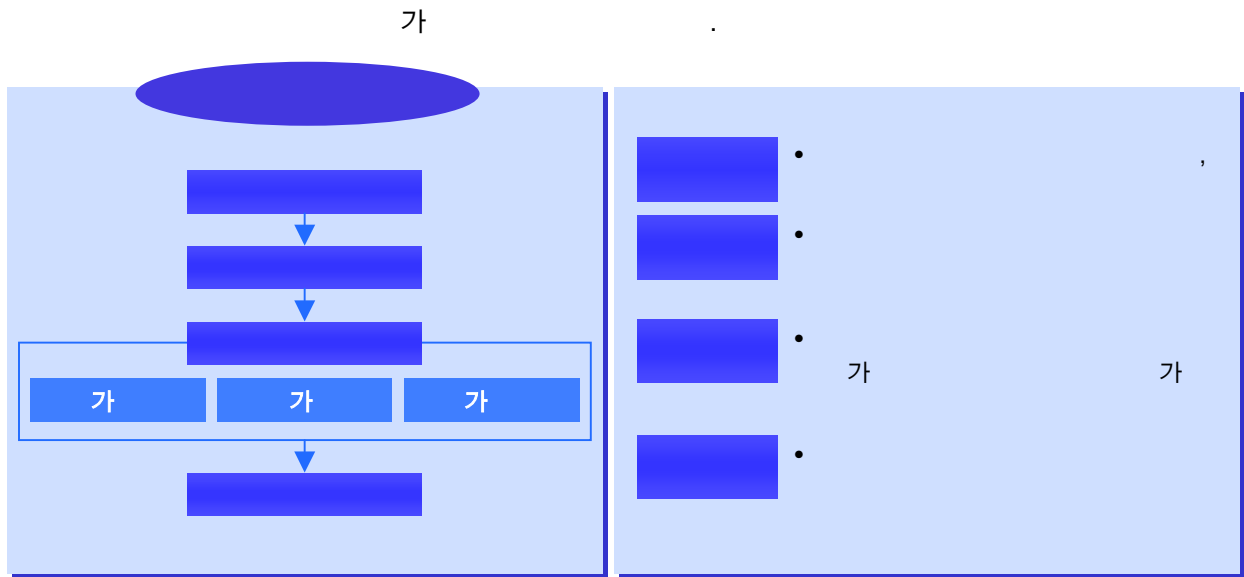


• 2004 4 ~ 6 :

2.

(1)

□



(2)

□

Fortune誌, Financial Time誌, Forturn誌  
 가( )      1,000      10,000      가      50

< >

	Fortune誌	Financial Time誌
	• 가	• 가
	• 1982	• 1994
	• 가 50 • 가 가 • (29) 가	• 가 50 • / 가 • 가
	• 1000 10,000 • , 가( )	• FT 500 • 1000 , ,
	•	•



1. 가 All Star

□ 가 All Star 가 1 , , 가 가 , 가

□ , , ,

< 가 All Star - 30 >

No		
1		
2		
3		
4		
5		
6		
7	LG	
8	SDI	
9	SK	
10		
11		
12	KTF	
13		
14	LG	
15		

No		
16		
17		
18	SK	
19		
20		
21		
22		
23	KT	
24		
25	CJ	
26		
27		
28		
29	NHN	
30		



(1) All Star

가  
가 - , 가 , 가 가 -

□ 1 , , 가 , 가 가 가 . 가 ,

□ 64% 가

- , LG , SK , -

□ , , LG , SDI , LG  
가

□ 3 SK , KTF, KT , ,  
All Star  
All Star

All Star  
- , , , -

□ , , 가

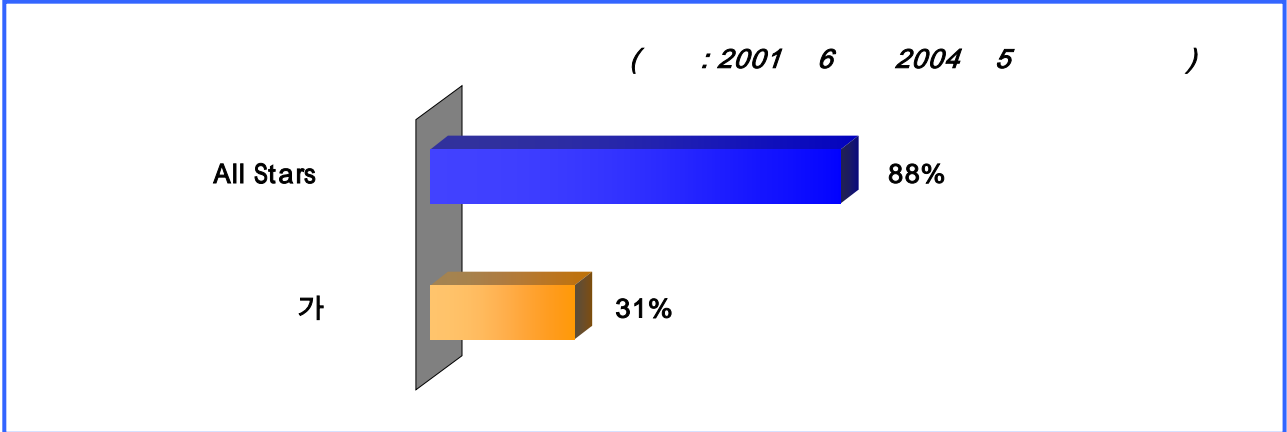
□ 가 , 가 , 가 , 가 가



All Star 가  
- 가 -

All Star 가 (2001. 6 ) 3 가 88% 31% 2.8 가  
 11.7% 1,000 6.8% All Star 2 가  
 가 1,000 가 35.4% 54.6%

가



가

(2002 )

All Star	11.7%	54.6%
1000	6.4%	35.4%





(2) 가

가 TOP 5

가 5, 가 .

1) Top 5

: NHN, 가 .

가	
1	
1	
2	
3	
4	NHN
5	

4) 가 Top 5

: 가 가 가

가	
1	
1	
2	
3	
4	
5	SDI

2) 가 Top 5

: 가 가 , 가 .

가	
1	
1	
2	
3	
4	
5	

5) 가 Top 5

: 가 가 가 가 , 가 .

가	
1	
1	
2	
3	
4	
5	SDI

3) Top 5

: (Keep Korea Green) 가 .

가	
1	
1	
2	
3	
4	
5	

6) Top 5

: 가 가 가

가	
1	
1	
2	
3	
4	
5	SDI



2. 가

(1) 가 '1

	1	
		, , , ,
		, LG, FNC
		, , , ,
		, , , ,
	P&G	, CJ, LG
	CJ	, , , ,
		LG
		, , , ,
	SK	LG, S-Oil,
( )	LG	, NCC,
		, , , ,
		, , , ,
(가 )		LG
	SDI	LG, LG
		LG, SK, &, KTFT
/		, , , ,
		, GM
		, , , ,
가		, BIF

	1	
가		가, 가, 가, 가, 가, 가, 가
		LG
		, , , ,
		, , , ,
	LG	, , , ,
	SK	KT, KTF, LG
		, , , ,
		, , , ,
	SDS	LG CNS, SK CNC
		, , , ,
		, ING
		LG
		, LG
		, , , ,
		가, , , ,

(2)

가

-

-



가 , , , 가 , 가 , 가 , 가 , SK 가 , 가 , 가 ,



1

가

가

-

1

가

-



1 가

가

LG



1

가

가

가

가

1

-

가

-

1

-



가

36

154

(

)

/

가



가

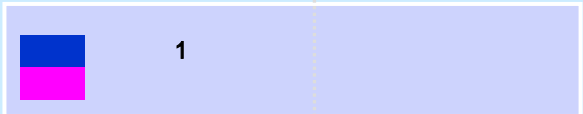
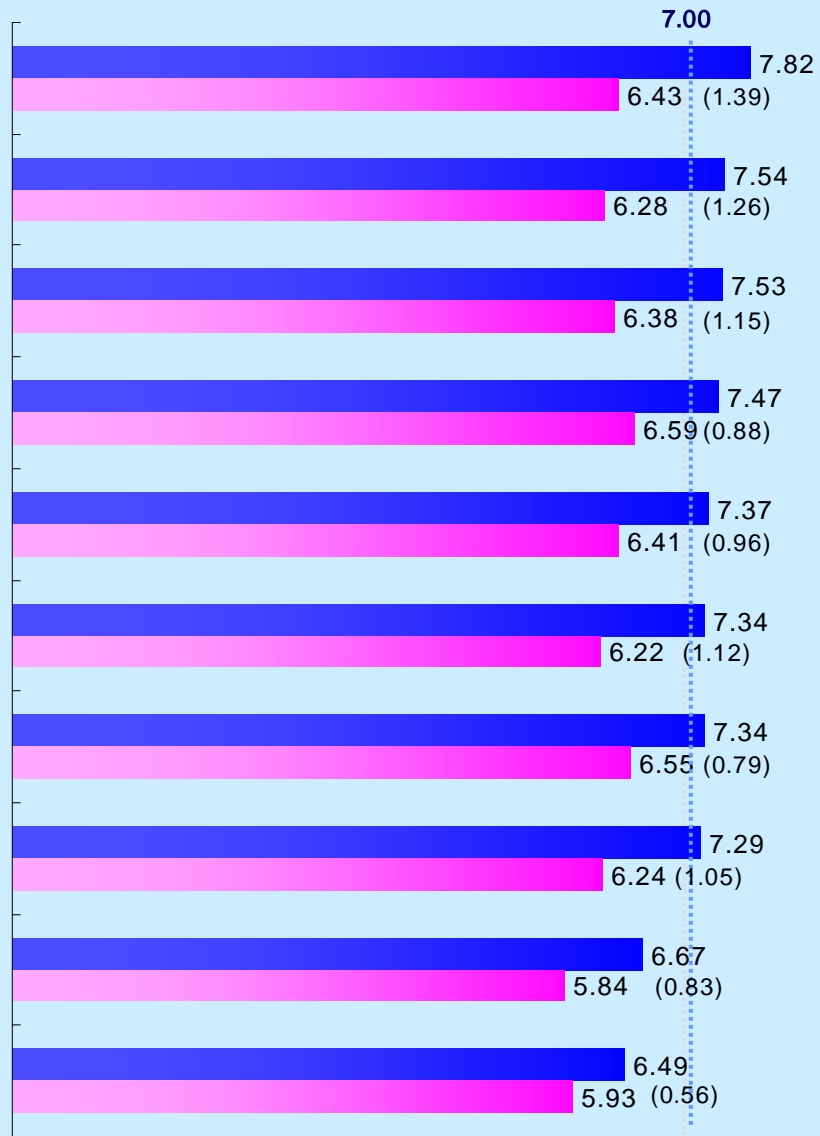


(2)

1

( )

/



\* ( )

1

가

(10

)

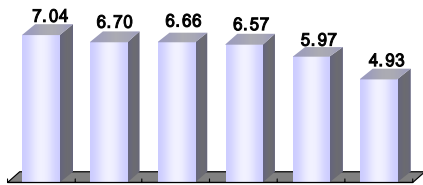




5)

가

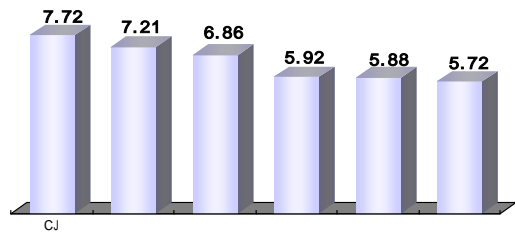
가



7)

CJ

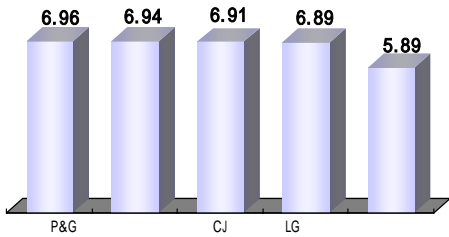
CJ



6)

가 P&G

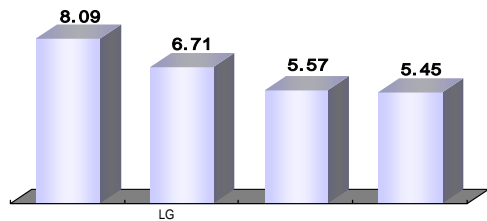
P&G



8)

가

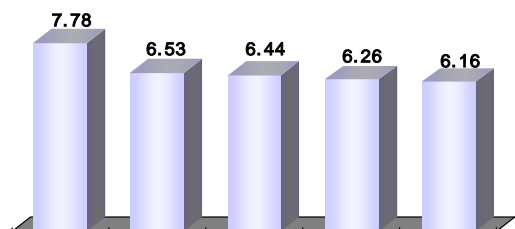
가



9)

가

가

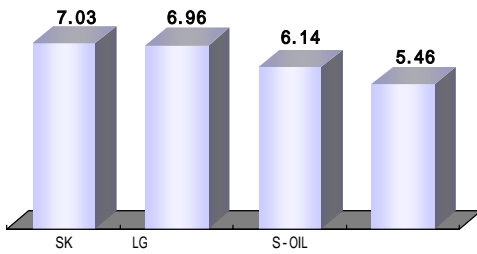




10)

SK, 가

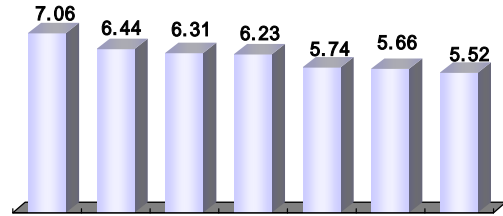
□ SK , , 가가 , LG 가 .



12)

, 가

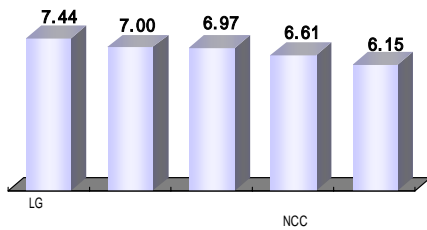
□ , , , , , , 가 .



11)

LG , 가

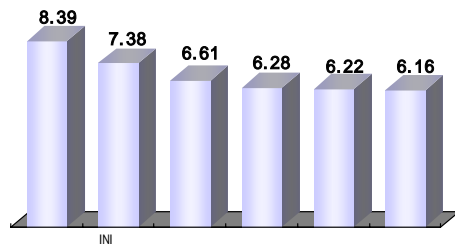
□ LG , , , , 가가 .



13)

, 가

□ , , , , , , 가 .

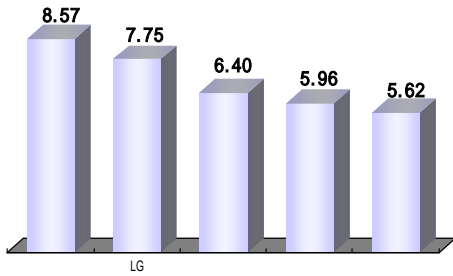




14) (가 )

1 ,

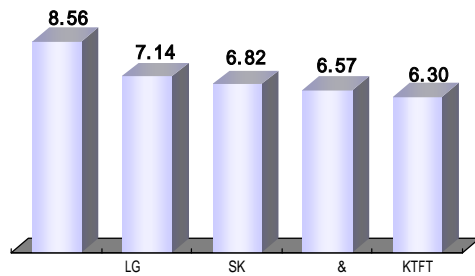
□ 가



16)

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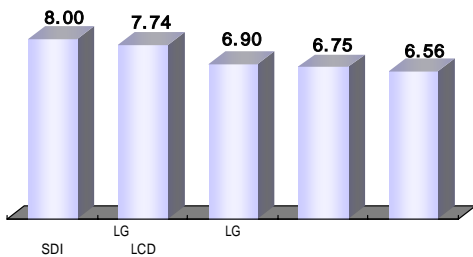
□ 가



15)

SDI 1 , LG LCD

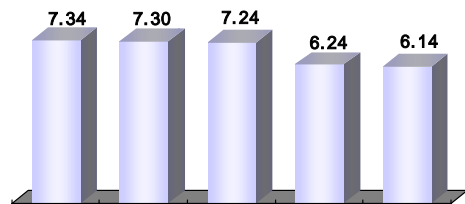
□ SDI가 가



17)

/

□ 가 , , 가 , , / , 가



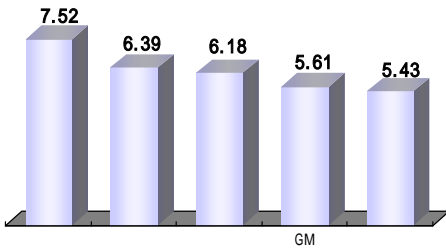




18)

, 1

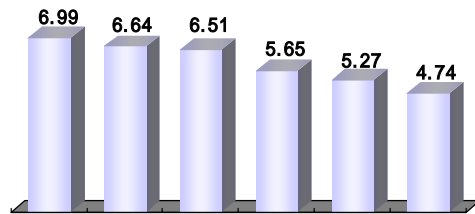
□ 가가



20) 가

, 가 , 가

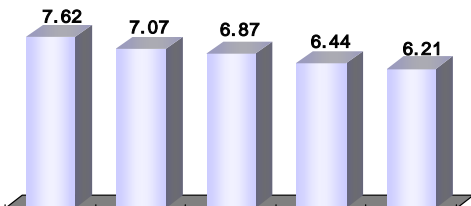
□ / , 가가 , 가 / ,



19)

,

□ 가 , 가

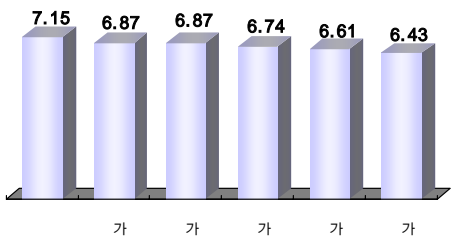




1) 가

, 가

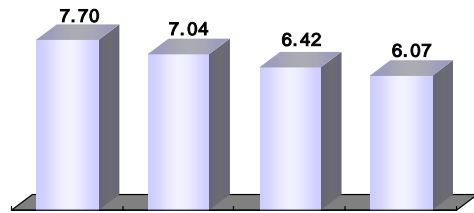
□ / , , 가가 , 가 / , , 가 가 .



3)

,

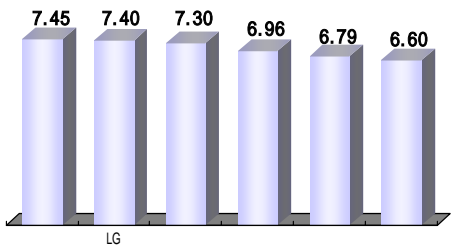
□ , 가가 , 가 .



2)

, 가

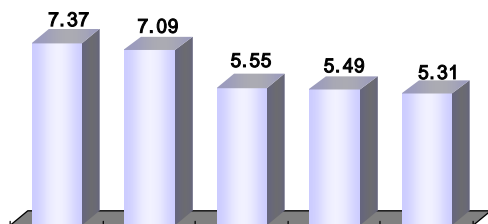
□ , , , 가 .



4)

,

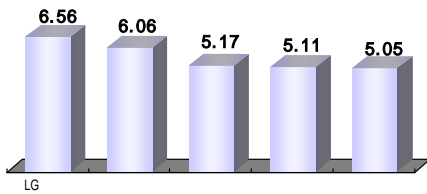
□ 가가 가 ,



5)

LG , 가

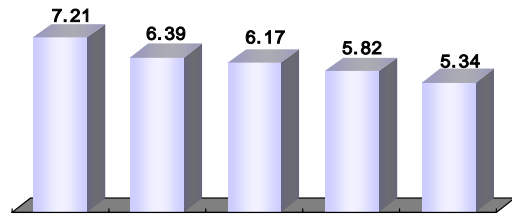
□ LG 가가 , 가 ' .



7)

, 1

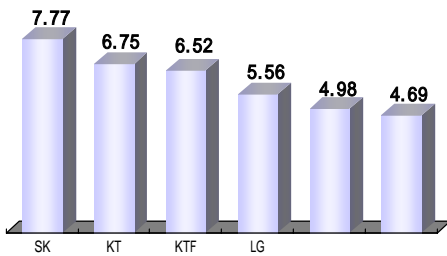
□ 가가 가 ,



6)

SK , 1

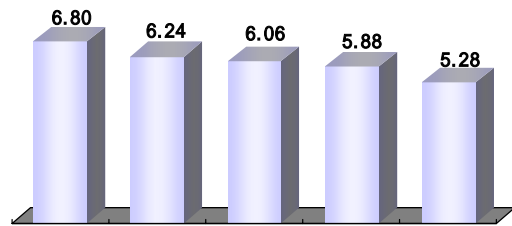
□ SK 가가 , 가 , 가



8)

, 가

□ 가가 가 , 가 가 .

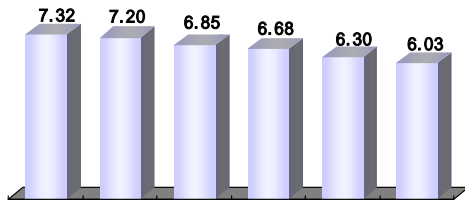




9)

가

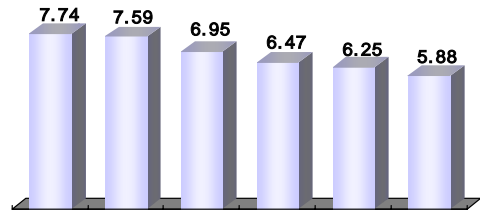
가



11)

1

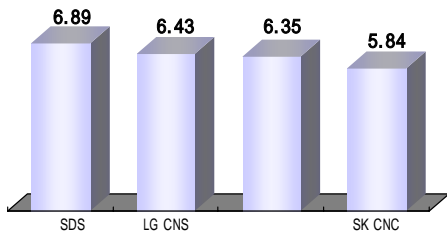
가



10)

SDS 가

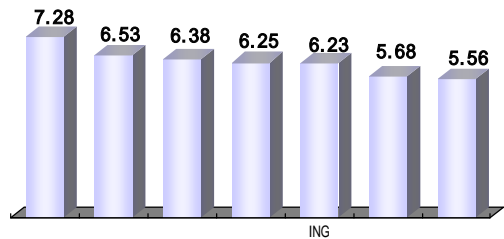
SDS가



12)

1

가

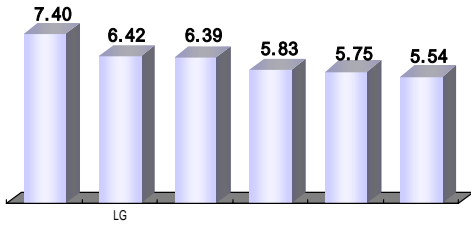




13)

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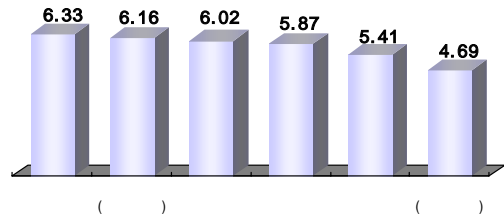
□ 가가 ,  
가 .



15)

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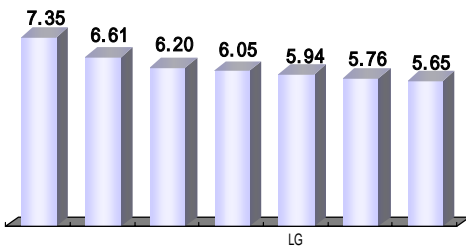
□ , , ,  
가가 , , /  
가



14)

, 가

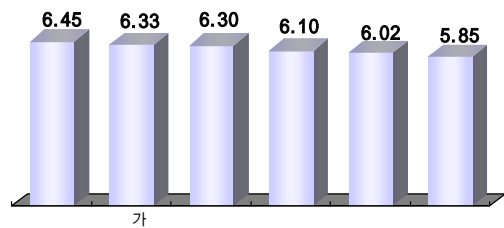
□ 가가  
, 가 .



16)

, 1 가

□ , / ,  
, 가가 , , 가  
, , 가





3. 가

(1) 가 TOP 10

- 가 , , 가 .
- 가 .
- , , LG , 가 , 4 .
- , SK , .

1	( )	( )	( )
2	( )	( )	( )
3	( )	( )	( )
4	( )	(LG )	(LG )
5	( )	( )	( )
6	(LG )	( )	( )
7	( )	( )	(LG )
8	( )	( )	( )
9	( )	( SK )	( )
10	( )	( )	( )
10		( )	

[Blank header box]

- 가 가 .
- 가 가 가 가 . , , , .

[Blank header box]

- 가 가 , GE, ,
- 가 All Star 가 2~3 가

가

- . . , , .
- 가 가 가