

America's Most Admired Companies

EXCERPT
by Eryn Brown

EVERY YEAR WE survey thousands of business people to compile our list of America's Most Admired Companies. And every year the companies that rise to the top exemplify precisely the qualities that people have come to admire in business: Ingenuity. Profitability. Laserlike focus. The willingness to work hard, work harder, and then work just a little bit harder.

Where Companies Rank in their own Industries



Here's how executives, directors, and securities analysts rate 469 companies in 55 industries

how the list was created

FORTUNE's list of Most Admired Companies is the definitive report card on corporate reputations. To rank the top ten, we asked Clark Martire & Bartolomeo (CM&B) to survey more than 10,000 executives, directors and securities analysts. They were told to choose the companies they admire most, regardless of industry. To create the 55 industry lists, FORTUNE relied solely on the insiders. CM&B asked ballot recipients to rank companies in their own industry on eight criteria, ranging from long-term investment value to social responsibility. The result, backed by 17 years of experience, is an industry-by-industry guide to corporate America's shining reputations.

MORTGAGE FINANCE¹

1998	1997	COMPANY	SCORE
1	•	Fannie Mae	8.00
2	•	Freddie Mac	7.36
3	2	Charter One Financial	7.04
4	3	Washington Mutual	6.98
5	•	Countrywide Credit Inds.	6.78
6	1	Golden West Financial	6.58
7	6	Dime Bancorp	6.25
8	4	H.F. Ahmanson ²	5.84
9	•	First American Financial	5.83
10	8	Golden State Bancorp ³	5.36

¹ Not ranked last year. ² Was savings institution last year. ³ Acquired by Washington Mutual, Oct. 1, 1998. ⁴ Name changed from California Federal Bank.