

UK'S MOST ADMIRABLE COMPANIES IN THE TELECOMMUNICATIONS SECTOR- 2009

		QMan	Rank	FS	Rank	QG&S	Rank	AAT	Rank	VLTl	Rank	Cl	Rank	QMar	Rank	C&ER	Rank	UCA	Rank	TOTAL	Rank
1	Alternative Networks	4.3	6	3.7	7	4.3	6	2.7	7	3.3	6	3.0	6	3.0	6	3.0	7	4.0	6	31.3	7
2	BT Group	6.4	3	5.3	4	5.9	3	6.2	2	6.4	3	5.4	4	5.8	2	6.7	1	5.0	4	53.1	3
3	Cable & Wireless	6.1	4	5.8	3	5.8	5	5.4	4	5.4	4	5.7	2	4.9	3	4.4	4	5.6	2	49.0	4
4	COLT Telecom	4.3	7	5.3	5	5.9	4	3.5	5	3.1	7	4.4	5	4.0	5	4.3	5	4.8	5	39.5	5
5	Inmarsat	7.0	1	7.2	2	8.2	1	6.1	3	7.3	1	6.6	1	4.9	4	5.1	3	6.9	1	59.3	2
6	KCOM Group	5.5	5	3.9	6	3.7	7	3.0	6	3.5	5	3.0	6	3.0	6	3.8	6	4.0	6	33.4	6
7	Vodafone	6.4	2	8.2	1	7.1	2	8.1	1	7.1	2	5.6	3	6.3	1	6.2	2	5.2	3	60.3	1
																				325.9	

QMan = Quality of Management, FS = Financial Soundness, QG&S = Quality of Goods & Services, AAT = Ability to Attract, Develop and Retain Top Talent, VLTl = Value as a Long Term Investment, Cl = Capacity to Innovate,
Q Mar = Quality of Marketing, C&ER = Community and Environmental Responsibility, UCA = Use of Corporate Assets

