

BRAND VALUE RANK	BRAND VALUE SCORE	School	PRIOR YEAR GMAT Club RANK	RANKING CHANGE	OVERALL SCORE	Original GMAT Club RANK
1	100.00	Harvard University (MA)	1	0	100.00	1
2	86.99	University of Pennsylvania (Wharton)	3	-1	96.04	2
3	85.74	Stanford University (CA)	2	1	94.72	3
4	76.36	Columbia University (NY)	4	0	88.46	5
5	75.09	Massachusetts Institute of Technology (Sloan)	5	0	85.46	7
6	67.03	University of Chicago (Booth) (IL)	6	0	86.86	6
7	66.05	Northwestern University (Kellogg) (IL)	8	-1	91.92	4
8	63.38	University of California--Berkeley (Haas)	7	1	78.77	9
9	57.87	University of Michigan--Ann Arbor (Ross)	10	-1	69.25	15
10	57.64	Duke University (Fuqua) (NC)	9	1	72.09	11
11	55.95	New York University (Stern)	11	0	82.88	8
12	51.44	University of California--Los Angeles (Anderson)	13	-1	59.81	16
13	47.75	Cornell University (Johnson) (NY)	16	-3	71.39	13
14	45.54	Yale University (CT)	12	2	69.91	14
15	43.29	University of Virginia (Darden)	14	1	74.06	10
16	42.90	University of Texas--Austin (McCombs)	17	-1	59.48	18
17	38.89	University of North Carolina--Chapel Hill (Kenan-Flagler)	18	-1	44.36	21
18	38.63	Dartmouth College (Tuck) (NH)	15	3	71.44	12
19	35.71	University of Southern California (Marshall)	23	-4	55.63	19
20	32.69	Arizona State University (W.P. Carey)	24	-4	19.94	32
21	30.60	Carnegie Mellon University (Tepper) (PA)	19	2	59.78	17
22	27.78	Rice University (Jones) (TX)	21	1	36.67	23
23	26.79	Indiana University (Kelley)	29	-6	32.48	26
24	23.39	University of Washington (Foster)	20	4	50.71	20
25	22.75	Brigham Young University (Marriott) (UT)	32	-7	32.60	25
26	19.33	Pennsylvania State University--University Park (Smeal)	22	4	25.75	31
27	18.11	University of Rochester (Simon) (NY)	27	0	27.65	30
28	15.40	Vanderbilt University (Owen) (TN)	40	-12	32.75	24
29	14.79	University of Florida (Warrington)	<unranked>		14.08	34
30	14.44	Emory University (Goizueta) (GA)	26	4	36.81	22
31	12.59	University of Wisconsin--Madison	33	-2	17.43	33
32	12.04	University of Minnesota--Twin Cities (Carlson)	36	-4	29.72	29
33	10.40	University of California--Irvine (Merage)	30	3	7.50	37
34	8.82	Ohio State University (Fisher)	37	-3	0.00	40
35	8.28	University of Notre Dame (Mendoza) (IN)	31	4	13.78	35
36	7.68	Georgetown University (McDonough) (DC)	34	2	30.95	28
37	6.93	University of Utah (Eccles)	<unranked>		1.32	39
38	6.85	Georgia Institute of Technology (Scheller)	28	10	32.30	27
39	2.37	University of Maryland--College Park (Smith)	35	4	3.72	38
40	0.00	University of California--Davis	<unranked>		7.56	36