

Platz	Name des Weblogs	Content	Usability	Branding	Emotion	Gesamt
1	Jobster - Jason Goldberg	15	15	18	20	68
2	InTouch - Brian Carroll	17	15	19	14	65
3	IBM - John Patrick	20	15	13	17	65
4	Six Apart - Mena Trott	15	10	19	20	64
5	Berkshire Publishing Group - K. Christensen	15	12	18	16	61
6	Boeing - Randy Baseler	13	13	17	18	61
7	Edelman - Richard Edelman	12	14	19	15	60
8	General Motors - Bob Lutz	9	17	13	17	56
9	Technorati - David Sifry	18	14	8	15	55
10	IBM - Irving Wladawsky-Berger	13	15	10	14	52
11	Jump Walker Int. Group - Leslie A. Jump	13	16	11	10	50
12	Edelman - Peter Himler	15	14	7	17	53
13	Hubert Burda Media - Marcel Reichart	17	14	6	15	52
14	SUN - Greg Papadopoulos	10	13	11	12	46
15	Adobe - Kevin Lynch	15	7	10	13	45
16	Mc Donald 's - Steve Wilson	12	14	5	12	43
17	HP - Rich Marcello	10	11	9	12	42
18	SUN - Jonathan Schwartz	13	9	7	10	39
19	Guardian - Simon Waldman	14	12	8	6	40
20	Red Hat - Michael Tiemann	10	11	6	7	34
21	Microsoft - Ray Ozzie	7	6	3	7	23