

Sex, Brands & Rock 'n' Roll



The Top 20 Most Powerful Celebrities in the World : 2010

What can businesses learn from them?

#20

Michael Jordan



"I can accept failure, everyone fails at something. But I can't accept not trying. I'm not out there sweating for three hours every day just to find out what it feels like to sweat".

2009/10 Earnings **\$55m**

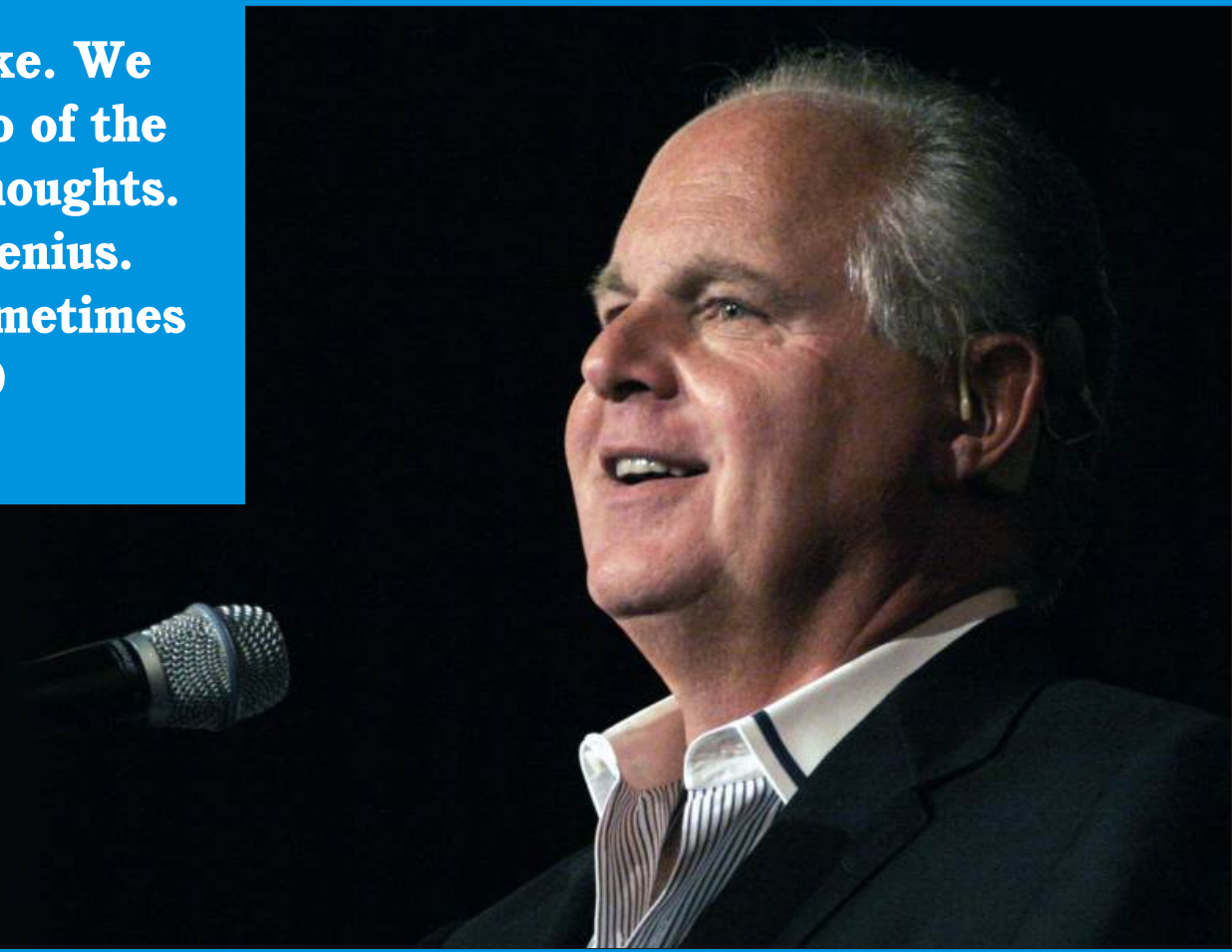
Social Media Ranking **27**

TV Ranking **38**

Press Ranking **31**

#19 | Rush Limbaugh

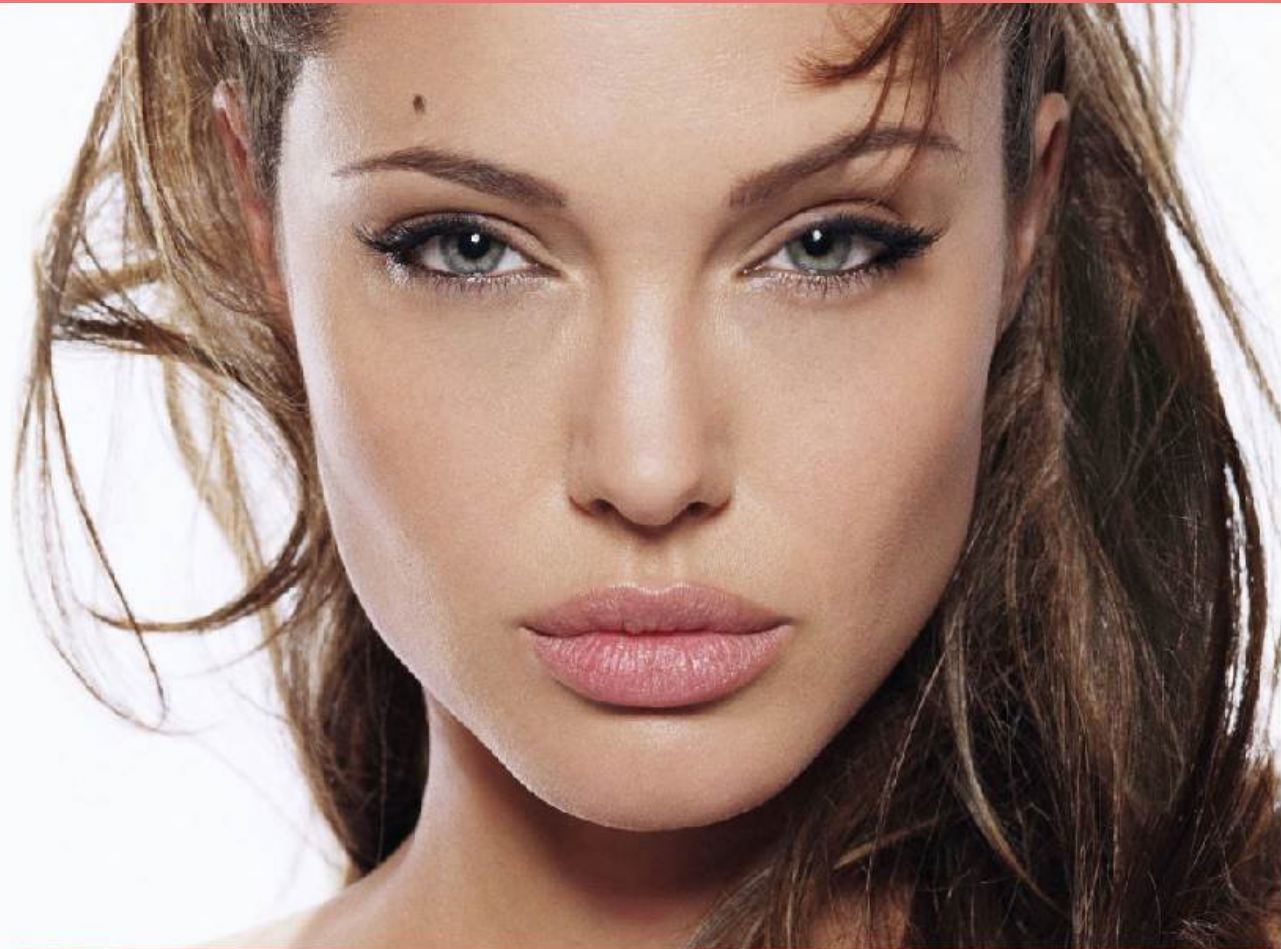
"Being stuck is a position few of us like. We want something new but cannot let go of the old - old ideas, beliefs, habits, even thoughts. We are out of contact with our own genius. Sometimes we know we are stuck; sometimes we don't. In both cases we have to DO something."



2009/10 Earnings	\$58.5m
Social Media Ranking	78
TV Ranking	10
Press Ranking	45

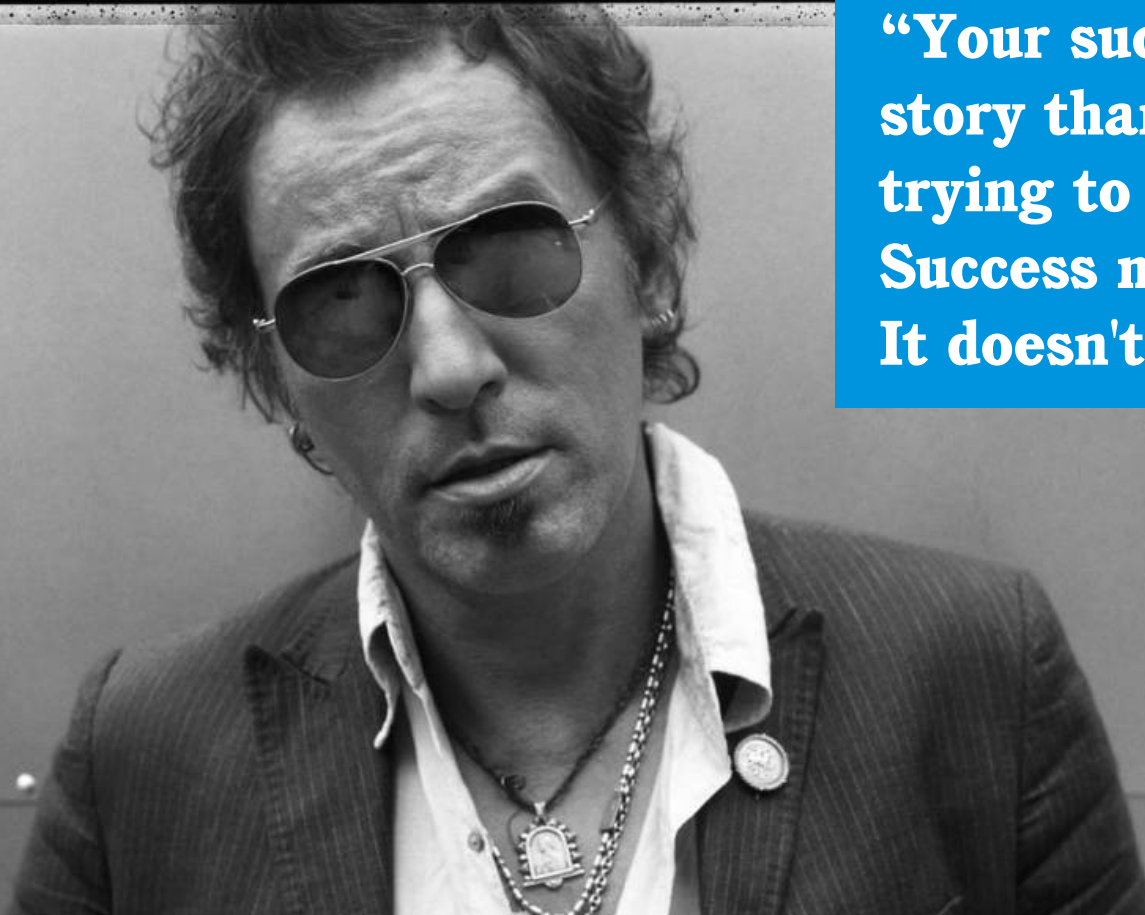
#18 | Angelina Jolie

"I've realized that being happy is a choice. You never want to rub anybody the wrong way or not be fun to be around, but you have to be happy. When I get logical and I don't trust my instincts - That's when I get in trouble".



2009/10 Earnings	\$20m
Social Media Ranking	41
TV Ranking	19
Press Ranking	30

#17 | Bruce Springsteen



“Your success story is a bigger story than whatever you're trying to say on stage. . . . Success makes life easier. It doesn't make living easier.”

2009/10 Earnings **\$70m**
Social Media Ranking **48**
TV Ranking **48**
Press Ranking **32**

#16 | Black Eyed Peas



2009/10 Earnings \$48m
Social Media Ranking 37
TV Ranking 42
Press Ranking 36

**"When you follow your heart, you're never supposed to do things because of what you think people might say. You do it for the opposite reasons."
Will.I.Am**

#15 | Jay-Z

"I was forced to be an artist and a CEO from the beginning, so I was forced to be like a businessman because when I was trying to get a record deal, it was so hard to get a record deal on my own that it was either give up or create my own company".



2009/10 Earnings	\$63m
Social Media Ranking	26
TV Ranking	45
Press Ranking	29

#14

Kobe Bryant



"I'll do whatever it takes to win games, whether it's sitting on a bench waving a towel, handing a cup of water to a teammate, or hitting the game-winning shot".

2009/10 Earnings **\$48m**

Social Media Ranking **22**

TV Ranking **22**

Press Ranking **16**

#13 | Miley Cyrus

"If you believe
in yourself
anything is
possible".



2009/10 Earnings	\$48m
Social Media Ranking	20
TV Ranking	17
Press Ranking	26

#12 | Taylor Swift



"Everybody has that point in their life where you hit a crossroads and you've had a bunch of bad days and there's different ways you can deal with it and the way I dealt with it was I just turned completely to music."

2009/10 Earnings **\$45m**
Social Media Ranking **3**
TV Ranking **8**
Press Ranking **27**

#11

Simon Cowell



"I have always hated celebrities lecturing people on politics. So forgive me. But I am passionate about this country. I am equally passionate about the potential of the people who live here".

2009/10 Earnings	\$80m
Social Media Ranking	64
TV Ranking	20
Press Ranking	20

#10 | Madonna



"Poor is the man whose pleasures depend on the permission of another".

2009/10 Earnings	\$58m
Social Media Ranking	33
TV Ranking	16
Press Ranking	3

#9 | Johnny Depp



2009/10 Earnings \$75m
Social Media Ranking 21
TV Ranking 34
Press Ranking 22

"If there's any message to my work, it is ultimately that it's OK to be different, that it's good to be different, that we should question ourselves before we pass judgment on someone who looks different, behaves different, talks different, is a different color".

#8

Sandra Bullock

"I've learned that success comes in a very prickly package. Whether you choose to accept it or not is up to you. It's what you choose to do with it, the people you choose to surround yourself with. Always choose people that are better than you. Always choose people that challenge you and are smarter than you. Always be the student. Once you find yourself to be the teacher, you've lost it."



2009/10 Earnings **\$56m**

Social Media Ranking **62**

TV Ranking **6**

Press Ranking **21**

#7

| U2

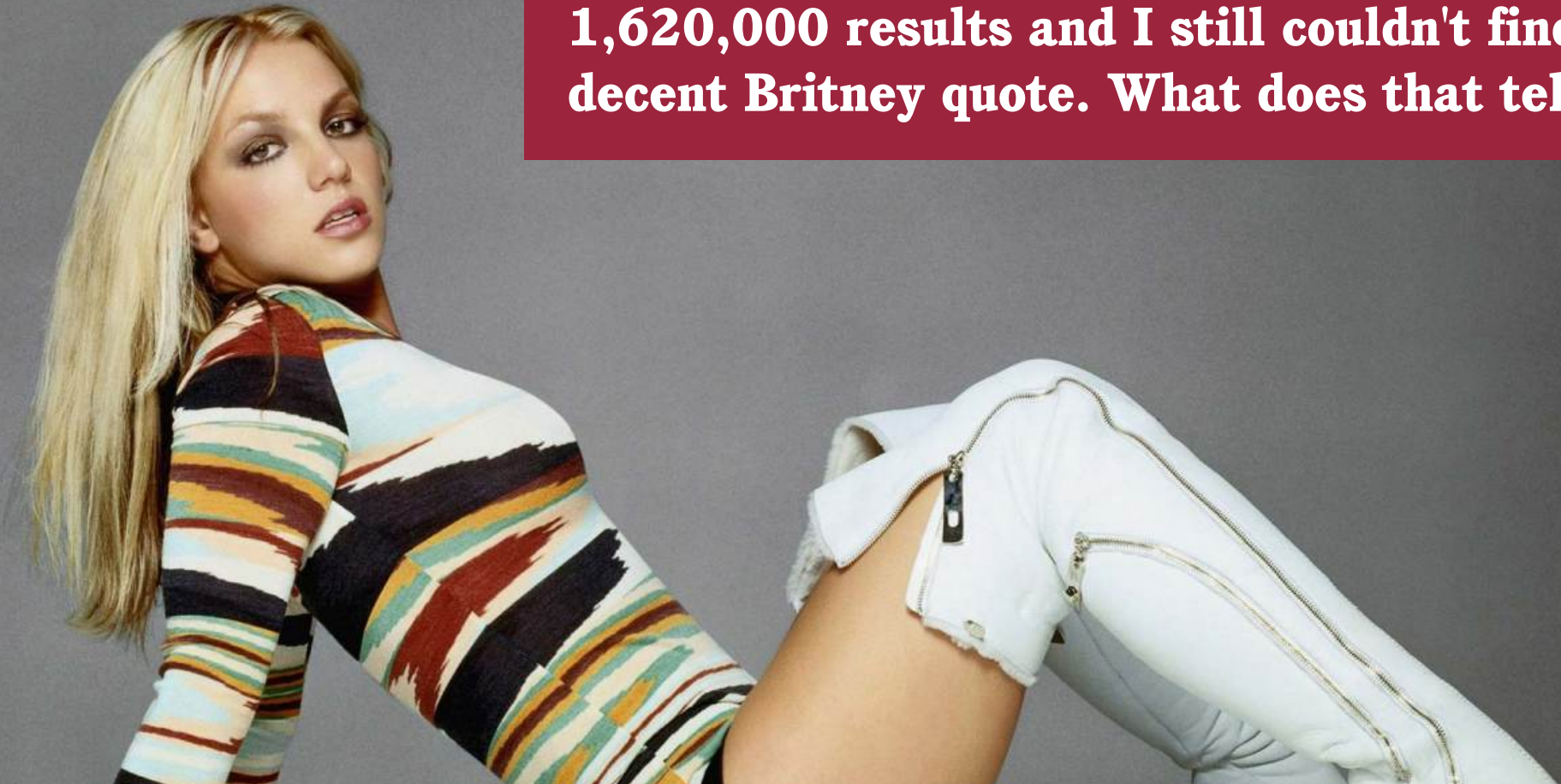
"The world is more malleable than you think and it's waiting for you to hammer it into shape".



2009/10 Earnings	\$130m
Social Media Ranking	28
TV Ranking	54
Press Ranking	18

#6 | Britney Spears

1,620,000 results and I still couldn't find a decent Britney quote. What does that tell you?



2009/10 Earnings	\$64m
Social Media Ranking	2
TV Ranking	15
Press Ranking	24

#5 | Tiger Woods



"Money and fame made me believe I was entitled. I was wrong and foolish".

2009/10 Earnings	\$105m
Social Media Ranking	34
TV Ranking	7
Press Ranking	6

#4 | Lady Gaga



"I had a boyfriend who told me I'd never succeed, never be nominated for a Grammy, never have a hit song, and that he hoped I'd fail. I said to him, 'Someday, when we're not together, you won't be able to order a cup of coffee at the fucking deli without hearing or seeing me.'"

2009/10 Earnings	\$62m
Social Media Ranking	1
TV Ranking	13
Press Ranking	4

#3 | James Cameron



2009/10 Earnings **\$210m**
Social Media Ranking **81**
TV Ranking **21**
Press Ranking **9**

"I mean, you have to be able - you have to have made the commitment within yourself to do whatever it takes to get the job done and to try to inspire other people to do it, because obviously the first rule is you can't do it by yourself".

#2 | Beyonce Knowles



“Trust is really important, just in relationships in general. I really don't like people that aren't real people around me at all. I don't like people that are 'yes' people. I don't like people that tell me what they think I want to hear.”

2009/10 Earnings **\$87m**
Social Media Ranking **15**
TV Ranking **9**
Press Ranking **13**

#1

Oprah Winfrey



The
Most Powerful
Celebrity in the World

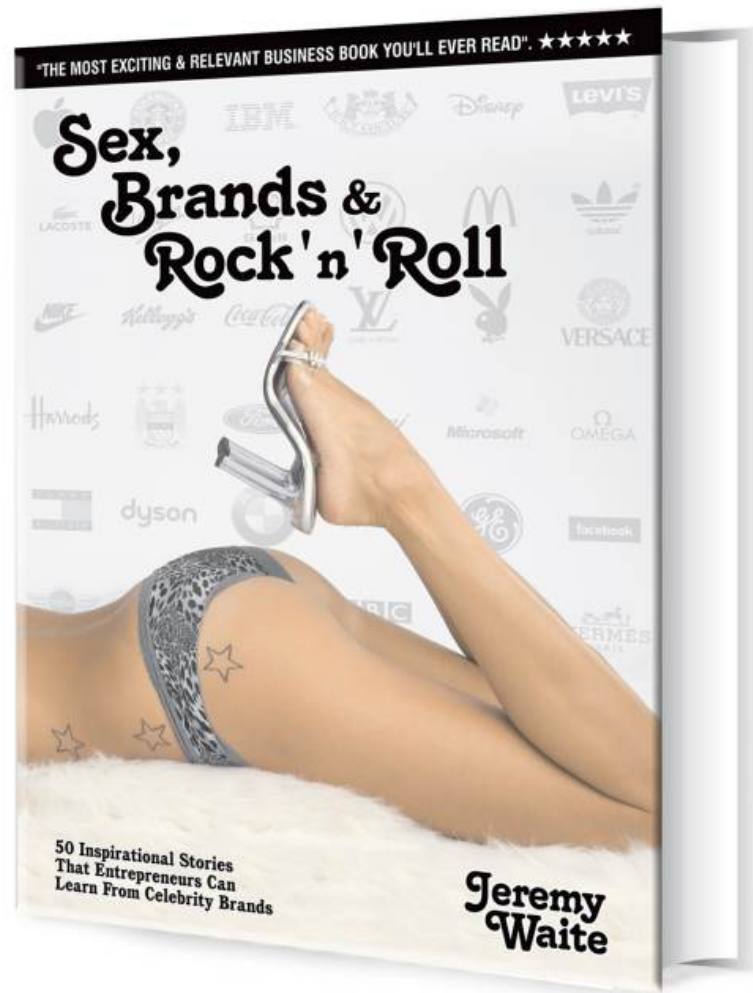
"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not".

2009/10 Earnings **\$315m**

Social Media Ranking **11**

TV Ranking **1**

Press Ranking **5**



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Forbes.com Power List

All the figures in this document were taken from the Forbes.com Power List 2010 which ranks celebrities according to their income, exposure in the press, tv coverage, internet content and endorsements.

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