

10

MOST POWERFUL LEADERS & BRANDS IN UAE

When we talk of the World's Greatest in terms of business, property, wealth and anything ostentatious, we can't avoid thinking of the United Arab Emirates; and if we have to create an A-list from the UAE itself, the task becomes highly technical – almost surgical. Asia One took the challenge, and here's the list of 10 Most Powerful Leaders and Brands in UAE. We highly depend on our research for selecting the best of the best, and this time too we focused our lorgnettes on those who chose to actively utilize their high financial worth to make qualitative and innovative differences in the lives of maximum number of people within and without the UAE. Selections were also based on the overall influence or power exerted on customers by both leaders and their respective brands – as they complete and complement each other

