

<b>EMPRESA</b>	<b>LEMBRANÇA - PONTOS</b>	<b>RECALL (%)</b>	<b>Conceito - Total de pontos</b>	<b>RK Lembrança</b>	<b>RK Conceito</b>
HP	26,9900	30,99	292,0	1	1
Dell	24,1600	27,74	238,0	2	2
IBM	13,4900	15,49	160,0	3	3
Sony	4,8200	5,54	74,0	4	4
Lenovo	3,6600	4,20	51,0	6	5
Apple	4,1600	4,78	49,0	5	6
Toshiba	2,3200	2,66	40,0	8	7
Intel	2,3300	2,68	34,0	7	8
Asus	1,5000	1,72	19,0	9	9
Acer	1,3300	1,53	17,0	10	10
Compaq	0,6600	0,76	10,0	11	11
Nvidia	0,3300	0,38	10,0	14	12
Cisco	0,5000	0,57	9,0	12	13
Ricoh	0,5000	0,57	8,0	13	14
Positivo	0,3300	0,38	7,0	15	15