

<b>EMPRESA</b>	<b>LEMBRANÇA - PONTOS</b>	<b>RECALL (%)</b>	<b>Conceito - Total de pontos</b>	<b>RK Lembrança</b>	<b>RK Conceito</b>
Microsoft	40,1600	71,33	326,0	1	1
Sap	3,3300	5,91	36,0	2	2
Oracle	1,1600	2,06	23,0	4	3
Linux	2,3300	4,14	22,0	3	4
Lotus	1,0000	1,78	16,0	5	5
Norton	0,8300	1,47	13,0	9	6
Adobe	1,0000	1,78	10,0	6	7
Plusoft	1,0000	1,78	10,0	6	7
Mark	0,3300	0,59	10,0	17	9
Tw	0,3300	0,59	9,0	18	10
Jet Sites	1,0000	1,78	8,0	8	11
Macromedia	0,5000	0,89	8,0	10	12
Microsiga	0,5000	0,89	8,0	10	12
Godigital	0,5000	0,89	6,0	12	14
Siebel	0,5000	0,89	6,0	12	14
Sun Software	0,5000	0,89	6,0	12	14
Totvs	0,3300	0,59	6,0	19	17
Microstrategy	0,5000	0,89	5,0	15	18
Most	0,5000	0,89	3,0	16	19