

Activision Blizzard Benelux BV in Toys and Games (Netherlands)

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Abstracts

Activision Blizzard is set to continue focusing on the consolidation of the popular video games it offers under umbrella brands such as Call of Duty and World of Warcraft, consistently introducing new extensions to these brands in order to remain competitive and relevant. The company has identified further growth opportunities in the development of more advanced games in terms of images and capabilities. Activision Blizzard is also in the process of developing new games to be introduced during...

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