

Activision Blizzard Inc in Toys and Games (USA)

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Abstracts

Activision Blizzard Inc considers itself a digital entertainment provider as opposed to a video game publisher. The company is pushing the trends forward in the video games category in terms of game development as well as content delivery. The company believes that investing in the performance of a franchise is how it can expand and build on past retail performance. Call of Duty, World of Warcraft, StarCraft and Diablo – all owned by Activision Blizzard – are some of the most popular brands,...

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