

## Brio AB in Toys and Games (Sweden)

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Date: November 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B54554FAC6BEN

### Abstracts

In September 2012, Brio AB appointed a new CEO and head of its Brio Play business unit. The company's strategic renewal made some fundamental changes to the business structure. It de-listed itself from the stock market and created two strategic business units, Brio Play and Brio Care. The new organisational structure is aimed at reducing costs through economies of scale. At the same time, more effort and money will be earmarked for marketing and new product developments, in accordance with...

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