

Electronic Arts Inc in Toys and Games (Mexico)

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Abstracts

Electronic Arts is a top developer and distributor of video games in Mexico. Its strategy is to position its games on different platforms, increasing the number of users and frequency of use. The company regards Mexico as a strategic market with great potential deriving from the increasing base of consumers in the formal market and the wide base of consumers who can be reached through mobile devices. The company's strategy includes expansion through social networks and the promotion of...

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