

GameStop Deutschland GmbH in Toys and Games (Germany)

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Abstracts

Due to the growing share of online retailing within video games in Germany, in-store retailing of video games has become increasingly challenging. In order to remain competitive, GameStop has had to adapt itself to the changing conditions of the category. By launching an online shop in 2010, where customers can purchase products or pre-order video game titles, GameStop made its first step towards adapting to the new consumer purchasing behaviour. The company is likely to invest further in reinve...

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