

Giochi Preziosi SpA in Toys and Games (Italy)

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Abstracts

Giochi Preziosi is a diverse and structured company, and is geared to fulfilling the needs of children through the creation and distribution of a variety of products especially designed for them. One of the group's aims is to continue the expansion of its activity abroad, in addition to enlarging its retail area in the domestic market, and ensuring the maintenance of its position amongst the leading companies in Italy. This is likely to be successful as a result of the use of the internet as a...

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