

Hasbro do Brasil Ltda in Toys and Games (Brazil)

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Abstracts

Hasbro is expected to continue investing in emerging markets and new technologies, especially in Brazil, a strategy that has proved to be positive and that the company intends to continue. Hasbro is also expected to continue acquiring new licences and improving its logistic scheme in order to attract a wider range of consumers and increase its profitability over the years to come. The company is also active in terms of multichannel communications in the country, and frequently posts new content...

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