

Hasbro Iberia SA in Toys and Games (Spain)

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Abstracts

Following the success achieved by the launch of Furby in 2013, Hasbro Iberia is set to continue exploring the electronic interactive possibilities of traditional toys and games, maybe launching more interactive dolls, in which its presence is still limited. Another area of innovation will focus on the launch of new games which blur the line between traditional toys and games and video games.

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