

LEGO SpA in Toys and Games (Italy)

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Abstracts

After several years of crisis, LEGO is experiencing remarkable growth in terms of sales all over the world, including in Italy. Thanks to a radical change in the company's management, the release of several successful Lego-themed feature films, licensed toys and constant research and innovation involving many creative elements, LEGO is now well-placed to record further growth in Italy, threatening Mattel's number one spot in traditional toys and games.

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