

Liscianigiochi Srl in Toys and Games (Italy)

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Date: January 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L0F5959D6F3EN

Abstracts

In 2013, Liscianigiochi will be looking to improve product innovation, development and quality in order to face the economic crisis and perform positively. At the same time, the company is looking to invest in newer marketing activities, alongside traditional advertising, in order to communicate better with its customers.

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