

Mattel Toys Srl in Toys and Games (Italy)

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Abstracts

Mattel has the goal of improving its lead in traditional toys and games in Italy, and it will maintain and improve investment in research and development to ensure continuing innovation, new product launches and new licences. This will partly be made possible by a consolidation of the company's classical and historical lines and brands. Investment in the web and digital platforms will be continued by the company, as it is aware of the significance of such tools for contact with customers and...

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